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THE Publishers' Weekly

The American Book TRADE JOURNAL

62 West 45th Street, New York

VOL. CXVIII

NEW YORK, OCTOBER 11, 1930

No. 15

MOBY DICK

WITH DRAWINGS BY
ROCKWELL KENT

BOOK OF THE MONTH CLUB
SELECTION FOR DECEMBER

\$3.50



Publication
Date
December 1st

RANDOM HOUSE · INC · 20 E · 57 · N · Y ·

Here's another "GALLANT LADY"!
**ALL THE KING'S
 HORSES**
MARGARET WIDDEMER



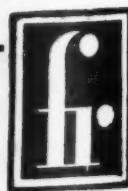
Coming
 November
 Seventh,

\$1

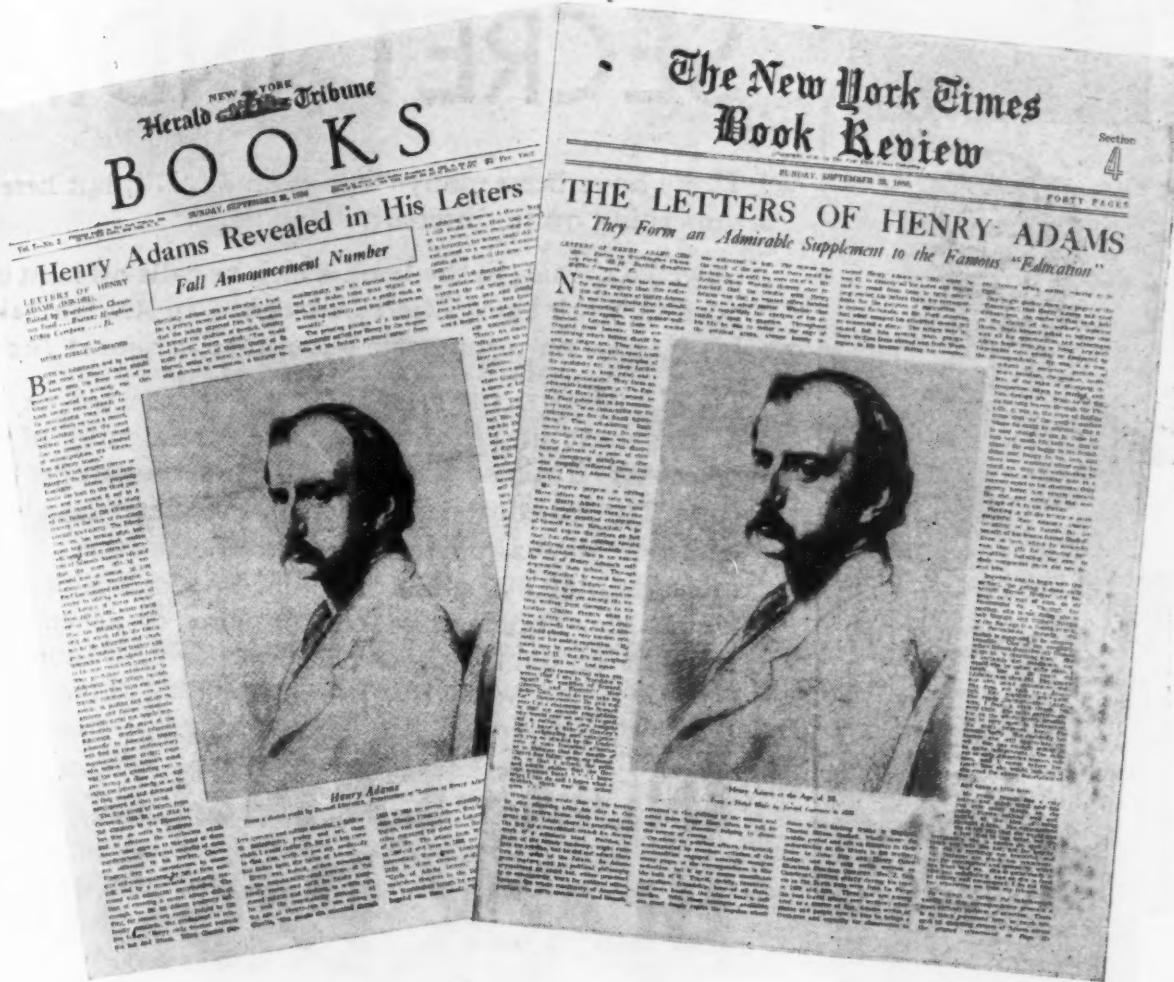
*The BIG
 DOLLAR
 NOVEL
 of the
 season!*

Miss Widdemer's best romance in years!

FARRAR & RINEHART, PUBLISHERS
 12 East 41st Street, New York



For the first time in history,
the ENTIRE front pages of the Times
and Herald-Tribune book sections were
given on the same day to the same book!



If reviews sell
books, you cannot fail to sell

LETTERS OF HENRY ADAMS

\$5.00

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HOUGHTON MIFFLIN COMPANY



INCREDIBLE—FANTASTIC— BUT REAL!

NOW LOWELL THOMAS WILL TAKE YOUR CUSTOMERS ON A FANTASTIC ADVENTURE IN SECRET INDIA

There have been many "books on India"; but here is something quite different.

Lowell Thomas, in the book which he calls his most important work since *With Lawrence in Arabia*, takes his readers on a fantastic adventure in *secret India*.

INDIA: LAND OF THE BLACK PAGODA will be one of the most important and widely read titles of the year. Mr. Thomas has been at work on it for a long time. The expedition on which he collected his material cost more than a quarter of a million dollars and covered more than 60,000 miles of India. The incredible story which Mr. Thomas and his company of adventurers brought to light is now told for the first time in—

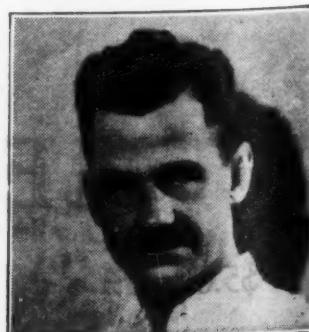
INDIA—LAND of the BLACK PAGODA

BY LOWELL THOMAS

MOST IMPORTANT BOOK SINCE HIS FAMOUS
SELLER "WITH LAWRENCE IN ARABIA"

He took 95,000 feet of motion picture film in secret India, and three-quarters of it will never be seen by white audiences, for Western morality still blinks at much of Eastern ways. And there were 500 still photographs to choose from in selecting the 64 which appear in the book, a task which took one month of careful balancing between the claims of propriety and of truthfulness. \$4.00

To be published October 31
THE CENTURY CO.



Oct
38

October 11, 1930

1703

*To be Published
October 30th. Price \$2.00*



THE CASE FOR INDIA

By WILL DURANT

"I came to India admiring the British, marveling at their imperial capacity for establishing order and peace, and thankful for the security which their policing of the world's waters has given to every traveler.

"I left India feeling that its awful poverty is an unanswerable indictment of its alien government, that so far from being, as an unsympathetic woman would have us believe, an excuse for British rule, it is overwhelming evidence that the British ownership of India has been a calamity and a crime . . . The plunder has now gone beyond bearing; year by year it is destroying one of the greatest and gentlest peoples of history . . .

"Any man who sees this crime, and does not speak out, is a coward. Any Englishman or any American, seeing it and not revolted by it, does not deserve his country or his name."—From Chapter I.

*We have published three titles by WILL DURANT.
His average sale has been 170,000 copies per title.*

SIMON and SCHUSTER • Publishers

386 Fourth Avenue

• New York City

*A Remarkable Biography
of the Woman Who Changed the World*



**ISABELLA
OF SPAIN
THE LAST CRUSADER**

by WILLIAM THOMAS WALSH

THE dramatic story of the great Queen who changed the course of civilization, the descendant of William the Conqueror and Louis, the sainted King of France—the sponsor of Torquemada—the Spanish Joan of Arc—the patron of Columbus. This fascinating picture of America's Godmother has all the requirements of a Great Non-Fiction Success—color, action, great names, and the story of a famous and beautiful Queen.

Illustrated, \$5.00

Other McBride Books for Oct. 24th

DOMNEI

A Comedy of Woman-Worship

By JAMES BRANCH CABELL

The delicious old-world love story of Melicent and Perion in a beautiful new edition, illustrated by FRANK C. PAPE. This famous story of Dom Manuel's daughter is not only a book for collectors, but in its new format makes an excellent gift. *Large octavo, boxed, \$5.00*

THE BOY'S

GENGHIS KHAN

By HAROLD LAMB

Edited and adapted by J. Gilman
A great book which boys will love is this simple story of Genghis Khan, the greatest warrior of all times whose army of 200,000 swept the East. Genghis—the boy of 13—can any boy help making this story his own? *Large 12mo. Illustrated, \$2.50*

ROMANTIC CZECHOSLOVAKIA

By ROBERT MEDILL McBRIDE

A colorful and informal guide to that gay little Republic. Here is the whole panorama of life in city, village and castle, and a delightful visit to President Masaryk.

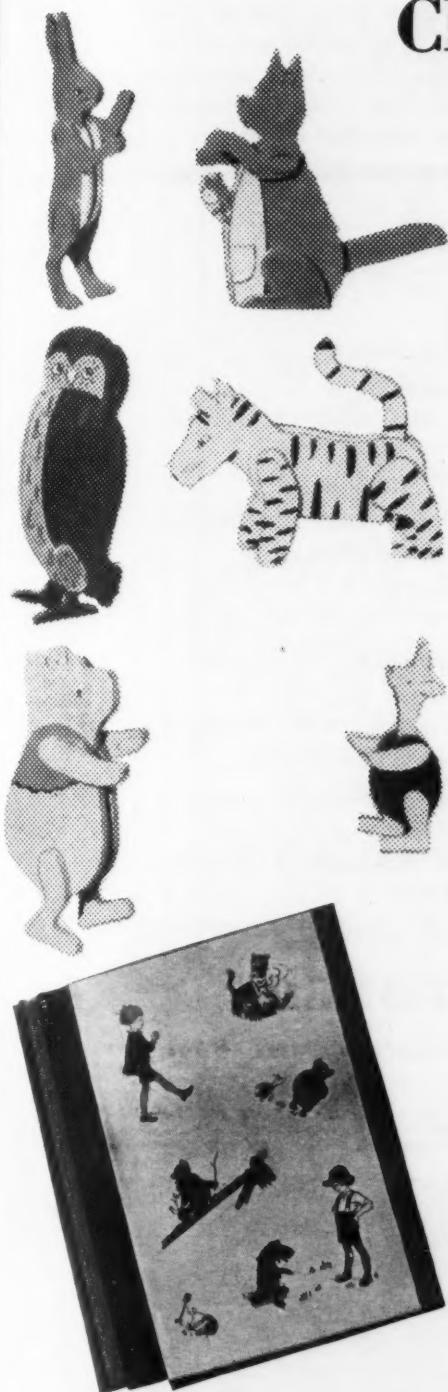
Over 100 illustrations, boxed, \$5.00

ROBERT McBRIDE & COMPANY

NEW YORK

Here they are! - - -

CHRISTOPHER ROBIN CUT-OUTS



HERE'S Christopher Robin and his seven friends—Pooh and Piglet and all the other well-known, well-loved characters from A. A. Milne's Books. Cut out on heavy cardboard, in full color, for children to play with!

Free with these MILNE Books

These cut-outs make wonderful sales stimulators for the Milne Books. And they are *free*. They come with two books in a box, as follows:

"When We Were Very Young" & "Now We are Six"
(Verse) Boxed \$4.00 or
"Winnie-the-Pooh" & "The House at Pooh Corner"
(Prose) Boxed \$4.00

And here are 4 other good reasons why you should stock heavily with Milne Books. 1: Each Fall and Christmas Season, 50,000 to 60,000 copies are sold. 2: Over 1,000,000 copies sold during past 4 years. 3: Cut-outs are being nationally advertised to a million parents and children. 4: Characters from Milne's Books are being introduced in talking pictures as marionettes and are being popularized by manufacturers by producing them in doll form, on dresses, plates, boxes, etc. As a result, advance orders already indicate a sale of over 100,000 copies.

These are four *staple* books with a steady all-year, year after year sale. Stock them now. Feature them during Children's Book Week, Nov. 16 to 22.

Have you a "Pooh Corner"? If not, write us for full details.

Send this coupon today

P W 10

E. P. DUTTON & CO., INC.,
300 Fourth Ave., New York.

Send me sets of "When We Were Very Young" & "Now We Are Six" ...Boxed. \$4.00
 Send me sets of "Winnie-the Pooh" & "The House at Pooh Corner" ...Boxed. \$4.00

Name

Address

DUTTON

E. P. DUTTON & CO., INC.
300 Fourth Ave., New York

A Check-List of DUTTON SUCCESSES

DURING the summer and early fall booksellers have been more discriminating than ever before in placing advance orders. With the holiday season close at hand, this is the right time to use the same good judgment in re-ordering those books which have already demonstrated their sales-possibilities—those books we will advertise most heavily during October, November, and December—those books you must have in stock to get those extra sales.

— THE STORY OF SAN MICHELE, by Axel Munthe.*	\$3.75
— THE LITTLE DOG LAUGHED, by Leonard Merrick.	\$2.50
— THE SELBYS, by Anne Green.	\$2.50
— MR. PIM, by A. A. Milne.	\$2.50
— THE YELLOW MISTLETOE, by Walter S. Masterman.	\$2.00
— THE DIVORCE CASE OF QUEEN CAROLINE.	\$3.50
— THREE VIRGINS OF HAWORTH, by Emilie and Georges Romieu.	\$3.00
— BOOK OF GLIDERS, by Edwin Way Teale.	\$2.50
— BACKGAMMON IN 20 MINUTES, by Harold Thorne.*	\$1.00
— BACKGAMMON SCORE PADS, 12 or more, 50 per cent discount	25c
— CONTRACT BRIDGE IN 20 MINUTES, by Harold Thorne.*	\$1.00
— DISILLUSIONED INDIA, by Dhan Gopal Mukerji.	\$2.50
— IMAGINATION, by S. Parkes Cadman.	\$1.00
— L'AMOUR or THE ART OF LOVE, by Paul Gerald.*	\$1.00
— CONVERSATION, by Andre Maurois.	\$1.00
— THE BORGIAS or AT THE FEET OF VENUS, by Vicente Blasco Ibanez.	\$3.00
— MARY GLADSTONE: HER DIARIES AND LETTERS.	\$5.00
— THE BOOK OF MURDER, by Frederick Irving Anderson.	\$2.00
— MADAME DE MAINTENON, by Maude Crutwell.	\$5.00
— WATER AND GOLD, The True Adventures of CHARLES G. HEDLUND.	\$3.00
— THE LOVE POEMS OF JOANNES SECUNDUS.	\$3.50
— EVERYMAN'S LIBRARY, with new jackets and national advertising.*	90c

COMING IN OCTOBER

— GREAT OAKS, by Ben Ames Williams. The Dutton Prize Book for November.	\$2.50
— THE SNAKE OF LUVERCY, by Maurice Renard. The Dutton Prize Clue Mystery for November.	\$2.00
— WORD HUNT, by Alexander Lichtenstag.	\$1.35
— GRATITUDE, by Dr. Henry Van Dyke.	\$1.00
— CHRIST OR CAESAR, by William Lyon Phelps.	\$1.00
— THE VILLAGE BOOK, by Henry Williamson.	\$2.50
— POCOHONTAS, by Nathalia Crane. Regular Edition. Limited Edition.	\$2.50 \$10.00
— ULTIMO, by John Vassos. Text by Ruth Vassos. Regular Edition. Limited Edition.	\$5.00 \$10.00
— WAR LETTERS OF FALLEN ENGLISHMEN, by Laurence Housman.	\$3.00
— MESSALINA, by Heinrich Stadelsmann.	\$5.00
— THE BOOK OF MY LIFE, by Jerome Cardan.	\$3.50

* Books with asterisks have display material which we will be very glad to send you free of charge.

E. P. DUTTON & CO., Inc., 300 Fourth Ave., N. Y.

An Important ANNOUNCEMENT and EXPLANATION

WE HAVE NOW DEFINITELY DECIDED to publish "Memories and Vagaries" by Axel Munthe, author of "The Story of San Michele," the national non-fiction best-seller of 1930, on Tuesday, November 11th. This book will be the Dutton Prize Book for December.

"Memories and Vagaries" contains further reminiscences by the famous European physician who is likewise an adventurer in humanity, written out of the same rich material and vibrant personality that has already given such distinction to "The Story of San Michele." The price is \$3.00.

EXPLANATION TO THE TRADE

SOME booksellers have expressed their opinion that it might be better to postpone the publication of this book to January, 1931. We have naturally given this our careful consideration. There are numerous reasons, however, why its publication cannot be delayed.

FOR YOUR INFORMATION

WE will continue our present national advertising campaign on "The Story of San Michele." From the 15th of November until Christmas, large space advertisements will emphasize "The Story of San Michele" as the ideal gift book for all those who have not yet had the pleasure of reading it. At the same time we will run a similar large-space national advertising campaign on "Memories and Vagaries," recommending it and stressing its gift-value, to those thousands of people who have already enjoyed "The Story of San Michele." The market for the one book should not in any way conflict with that for the other.

Remember that we shall continue to enlarge the market for "The Story of San Michele"—a market which at the moment seems unlimited. Likewise remember that everyone of the many thousands who enjoyed this book is an almost certain customer for the other.

If you want first editions of "Memories and Vagaries," it is essential to send your order in at once. If you want to be sure to have stock before publication date, we suggest that you do not delay your order.

If you want window display material or imprinted circulars, send in your name, address, correct imprint, and quantity you desire. To help us keep this book from running out of stock, we hope you will order all you need and re-order promptly.



MEMORIES AND VAGARIES

By AXEL MUNTHE

To be published, November 11th... \$3.00

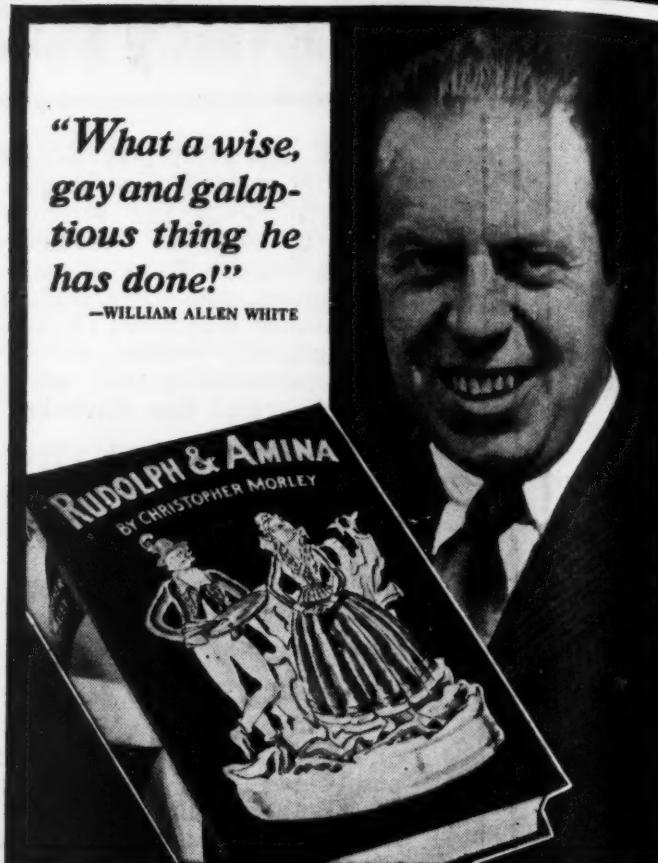
THE DUTTON PRIZE BOOK
FOR NOVEMBER

THE JOHN DAY COMPANY PRESENTS

CHRISTOPHER MORLEY'S first book of fiction in two years! A tender and delicate story, written with the same beguiling urbanity of *WHERE THE BLUE BEGINS* and *THUNDER ON THE LEFT*. William Allen White says—"RUDOLPH AND AMINA is musical comedy in lovely, sparkling, crystalline prose, with all the charm and surprise of Cinderella's coach-and-four hitting on all six." \$2.00

*"What a wise,
gay and galap-
tious thing he
has done!"*

—WILLIAM ALLEN WHITE



RUDOLPH AND AMINA BY CHRISTOPHER MORLEY



THE MODERN ABC is the 20th Century Juvenile for the modern young American who is aware of the new and exciting things around him and of the new vocabulary. Charles Falls' ABC Book is famous with parents, teachers and children everywhere. Now comes THE MODERN ABC, in seven gay colors—a triumph in juvenile bookmaking. \$2.00

THE MODERN ABC BY C. B. FALLS

A Catholic
paints the perils of

MIXED MARRIAGE

KATHLEEN NORRIS

says:

"I read every word of "MIXED MARRIAGE" with deep interest. It seems to me both sides have been presented with extraordinary clarity. It is a most unusual book, and on a topic that is vitally modern and absorbing. This is no amateur's hand!"

in this sensational novel
by a famous author
who wishes to remain
anonymous

COMING
OCT. 15th

Out of deep personal experience have come the materials for this powerful story of a marriage that goes on the rocks because a man and woman who love each other belong to different religions. A novel with an extraordinary human appeal, sure to be in great demand. Here is a sure-fire subject, with a sure-fire title, at a sure-fire price. \$2.00

HARPER & BROTHERS, NEW YORK

Another Sure \$0

HERE is another book which is headed for the top of best seller lists everywhere. Here is a book which will put large profits into your pockets. 626 pages—and every page a delight! \$3.00 and worth every penny of it! Here is quality, that indefinable thing which makes people glad they bought a book, glad to recommend it to their friends. Here is a book which *you* can recommend to anyone who wants the best.



FRANCIS B.
T

"Novel in the best T

THE REED

626 Pages • \$3.00 • HARPER & BROTHERS

\$0 BEST SELLER!



HUGH WALPOLE says:—“Out of the novels I have seen, I offer Mr. Francis Brett Young's *The Redlakes* as one of half a dozen winners of the autumn handicap.” That is the way everyone feels who reads it: THE REDLAKES is a *winner!* Full bodied, leisurely, filled with living characters, this is a “novel in the great tradition,” a novel to uphold the dignity and sincerity of English letters. Read it.

FRANCIS BRETT YOUNG'S “Great Tradition” THE REDLAKES

BROTHERS, NEW YORK

Since 1923

you have been asking for a new book by the author of that perennial best seller

LIFE ON A MEDIAEVAL BARONY

Here it is:

LIFE IN
ELIZABETHAN
DAYS

Life on a Mediaeval Barony has been a stock item for many years. (Look up your record and see how many copies you have sold.) This new book will appeal to everyone of your cus-

tomers who liked that modern classic. It is the same fascinating sort of story. It will have the same sort of sale today—tomorrow—and for years to come.

\$3.50

by William Stearns Davis

HARPER & BROTHERS

KATHERINE MANSFIELD'S

MANY READERS IN THIS COUNTRY WILL WELCOME THESE TWO NEW COLLECTIONS OF HER WORK ABLY EDITED BY J. MIDDLETON MURRY.

TO BE PUBLISHED OCTOBER 24th

NOVELS AND NOVELISTS

These critical essays, contributed to *The Nation* and *Athenaeum* during the last years of her life, reveal an entirely new aspect of her writing. In reviewing the novels of Virginia Woolf, John Galsworthy, May Sinclair, Joseph Hergesheimer and other contemporaries, she shows what pioneer work she acclaimed and to what extent she was in advance of her time. "A fine criticism and commentary on life from every point of view. It is a book to read, to buy and to keep."—V. Sackville-West. *Set in Linotype Granjon, printed on Warren's Old Style natural laid paper, and bound in black and apple-green vellum cloth, stamped in gold. Stained tops 5 3/4" x 8 3/4" (321pp.)* \$3.50

TO BE PUBLISHED NOVEMBER 7th

STORIES

For the first time those stories which represent the best of her art have been gathered into one volume. Here are such favorites as *Prelude*, *Life of Ma Parker*, *Bliss* and nine other stories in a de luxe edition beautifully illustrated by Zhenya Gay and especially designed by Elmer Adler. This book is an unusually fine example of the high standards of Borzoi typography. As a gift, it will be in demand not only Christmas, but the year round. *Set in Monotype Baskerville, printed on a special toned laid paper and bound in natural finish cloth, stamped in ink. Stained tops. 7 1/2" x 10 1/4" (215pp.)* \$5.00

CHECK YOUR STOCK ON OTHER KATHERINE MANSFIELD TITLES**THE ALOE**

\$5.00

THE DOVE'S NEST

\$2.50

THE GARDEN PARTY

\$2.50

IN A GERMAN PENSION

\$2.00

BLISS

\$2.50

THE LITTLE GIRL

\$2.50

POEMS

\$2.50

JOURNAL OF KATHERINE MANSFIELD

\$3.50

THE LETTERS OF KATHERINE MANSFIELD*2 volumes boxed, \$7.50***ALFRED • A • KNOPF • 730 FIFTH AVE • N • Y •**

★ Jenneth realized that
Crittenden had not two
seconds to live unless
(See page 237)

The Author of
"FLAMING YOUTH"

**WARNER
FABIAN**

*—tells about a girl who
learned how to
play with fire*

The MEN

IN HER LIFE

★ **W**HAT was Jenneth's secret? The men who struggled to win her love would have given everything to know. A millionaire; a man-about-town; a racketeer; a rounder; a lawyer; a broker; a collegian; a theatrical producer; they all pursued, but never quite caught her. What was the secret? Mary Anne Varick, society butterfly, came close to guessing it. But even Mary Anne never knew why her bridegroom vanished from the wedding when he spied Jenneth in the gallery of the church.

Sparkling with fun, beautiful, with an Irish heart of gold, Jenneth pulled every stop of New York's fast night life. And they called her "the virgin of Broadway"—but they couldn't guess her secret.

Warner Fabian knows the high speed life of New York as few novelists do, and he has made it the background for this amazing story of Jenneth Tighe and the men who filled her life to the brim. A story crowded with real thrills—and a climax that takes your breath away. \$2.00



**Starting October
14, Warner Fabian
will help speed up
your fiction sales
with this high
speed story. A
smashing big ad-
vertising cam-
paign will start it
going. The book
itself will do the
rest. Have you
enough stock?**

Write, phone or wire

**SEARS
PUBLISHING
COMPANY,
INC.**
114 E. 32nd St.
New York City



ekly
October 11, 1930

1715

SUCCESS

*is coming to you on
November 1st*

[Turn the Page]

Two Book Club Selections

Literary Guild November Choice

By the Author of "Power"

S U C C E S S

by Lion Feuchtwanger

THOUSANDS didn't just buy "Power" and read "Power." They raved about it — and are still buying it in the reprint edition and raving about it.

An enormous audience* awaits Feuchtwanger's latest and greatest novel — a modern story so gripping and so overwhelming that it dwarfs most of contemporary fiction. Its choice by the Literary Guild enables us to publish it in one volume at the popular price of \$3.00, although originally planned for two volumes at \$5.00. Looking back over our previous successes we have no hesitancy in stating that "nothing succeeds like 'Success'."

It comes at the crucial time of the year, a guaranteed best-seller for November, for Christmas and for years to come.

*One small lending library reports a waiting list of 50 customers one month in advance of publication.

SWIFT by Carl Van Doren, considered

the best book we have ever published, is on its way to publication.

These books are published by The *Pr*

The Best Month of the Year!

Book-of-the-Month Club November Choice

THE LIVES OF A Bengal Lancer

by Major F. Yeats-Brown

HERE is a selling "natural", the story of a man who writes as tremendously as he lived. A story of polo and hunting—cobra and nautch girl—of moments high in the air above Bessarabia and hours deep in the mystic lore of Yoga.

\$2.75

Riding full tilt out of India's jungles, winning thousands of readers in each gigantic stride, "The Lives of a Bengal Lancer" is coming!

"He has written a book about his own adventures which is so well done that it is difficult to believe that it is a first book . . . It is good writing and good reading; an astonishing combination in fact, of a timely book on India and a permanent addition to the select list of valuable autobiographies . . . If Major Yeats-Brown has anything further to say he will find an audience leaning forward in their seats. His book is magnificent."

—WILLIAM McFEE

consider one of the finest books we
y to Publication date is October 18th.]

Press, 18 East 48th Street, N. Y.



The farm in Lom
where Hamsun
was born

PUBLICATION
DATE
October
29th

COWARD-McCANN
Incorporated
425 Fourth Avenue, New York

To the Trade:

In these times of difficult sales it is
particularly important that your efforts be concentrated
on really first rate work which has both intrinsic merit
and sales possibilities.

In the past I have taken the liberty of writing
you direct about two books - SQUAD and CORONET. Books
which I believed in and felt sure the Trade could do well
with. Once again I should like to unreservedly recommend
a book - VAGABONDS by Knut Hamsun, without question one
of the greatest of living writers. It is a remarkable work
- a big book (like Coronet) written with intense feeling
for all human beings and with a humor which is delightful.

Foreign critics proclaim VAGABONDS Hamsun's best since
GROWTH OF THE SOIL.

I feel it is an honor to publish VAGABONDS and I
am certain if you will urge this book upon your customers
you will be helping a really major effort of literature
which your customers will read with enthusiasm.

Very truly yours,

Thomas R. Coward



A popular form, adapted to the use of everybody, of the celebrated Century Dictionary

The New CENTURY DICTIONARY

WE have just issued a new edition of THE NEW CENTURY DICTIONARY, for sale through the trade. This work is the first popular dictionary based on the world-famous *Century Dictionary* that has ever been published. It first appeared in three volumes, and has since been sold by subscription. It now appears in two volumes, with the text the same as in the three-volume edition, except for improvements and additions.

The three-volume edition sold for \$22.50 in cash sales, and for \$25.00 in instalment sales. The two-volume edition is issued at \$9.00, a price which should recommend this unusual work to book-buyers of all kinds.

THE NEW CENTURY DICTIONARY is an abridged, condensed, and popular rendering of the original *Century Dictionary*, a celebrated ten-volume work recognized as one of the most important books of reference ever published. THE NEW CENTURY DICTIONARY makes available to a wider public the substance of the great mass of accumulated learning of the larger work; and to this original material, thoroughly revised, has been added a great amount of new material dealing with new words and senses.

The vocabulary of THE NEW CENTURY DICTIONARY is an extensive one, answering a wide range of requirements. In addition, there are eight supplements, dealing with synonyms and antonyms, foreign words and phrases, proper names, etc. The supplement of synonyms and antonyms is the equivalent of a separate book on that subject.

SOME OF THE SPECIAL FEATURES

Thousands of New Words and Senses

4,000 High-Grade Pictorial Illustrations

Thousands of Illustrative Examples

12 Plates in Color

12,000 Illustrative Quotations

Large, Clear, and Readable Type

2,800 Pages

2 Handsome Quarto Volumes

Price \$9.00

353 Fourth Ave. THE CENTURY CO. New York, N. Y.

GIVE YOUR CUSTOMERS A GOOD TIME

Oh! What he Knows about YOU!

*A satirical portrait of a
satirical author*

Here is the book business from the inside in a satirical novel of highly humorous exaggeration that brings in scores of people (by name and by endearing eccentricities) that every book reader knows. You'll have a grand time reading it—and your customers will have a better time, for it takes them behind the scenes of the book world for the first time—and weaves a fine story out of this rich material.

Louis Bromfield says:

"One of the year's most amusing books. Is this the 'true story' of a profession that has become a racket?"

W. R. Burnett says:

"Damn clever! It will make a lot of people turn back flips. An excellent satire on the literary racket, full of laughs, but with a bite to it."

Retail Bookseller says:

"Exciting a good deal of comment in the publishing world. What Mr. Youmans has to say of publishing is amusing if it is not always uplifting."

AMERICAN NEWS MONTHLY says:

"Presents the straight low-down in a novel abounding in lively dialogue and with sufficient sex to interest Maisie behind the ribbon counter; as well as hundreds of thousands of young things who would like jobs in publishing. \$11.61 offered that more book men read *Best Seller* than any other volume published this year"

BEST SELLER

*A novel about a young man who came to New York to write a
novel about a young man who came to New York to write a novel*

BY N. O. YOUNMANS

That isn't his name. You'll probably spot him. But read *BEST SELLER*. You'll enjoy it, and you'll see why it is likely to live up to its title.

OCTOBER 15

\$2.00

BOBBS-MERRILL CO.

CINDERELLA'S DAUGHTER

And Other Sequels and Consequences

By JOHN ERSKINE

With Illustrations by his son,

GRAHAM ERSKINE

BEANSTALK
JACK

Sparkling Talk

Pithy Epigrams

Delicate Satire

Subtle Humor

Adroit Style

True to Life

Brilliant Wit

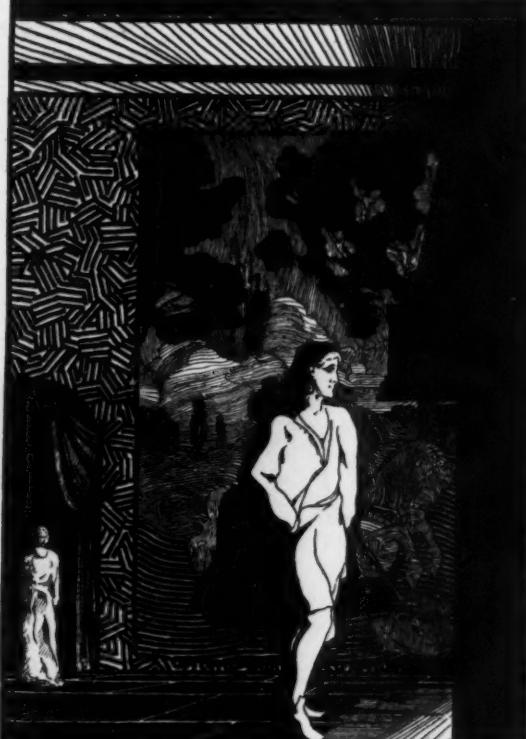
Penetrating
Irony

Broad Comedy

Shrewd Insight

Poetic Fancy

Superb Scenes



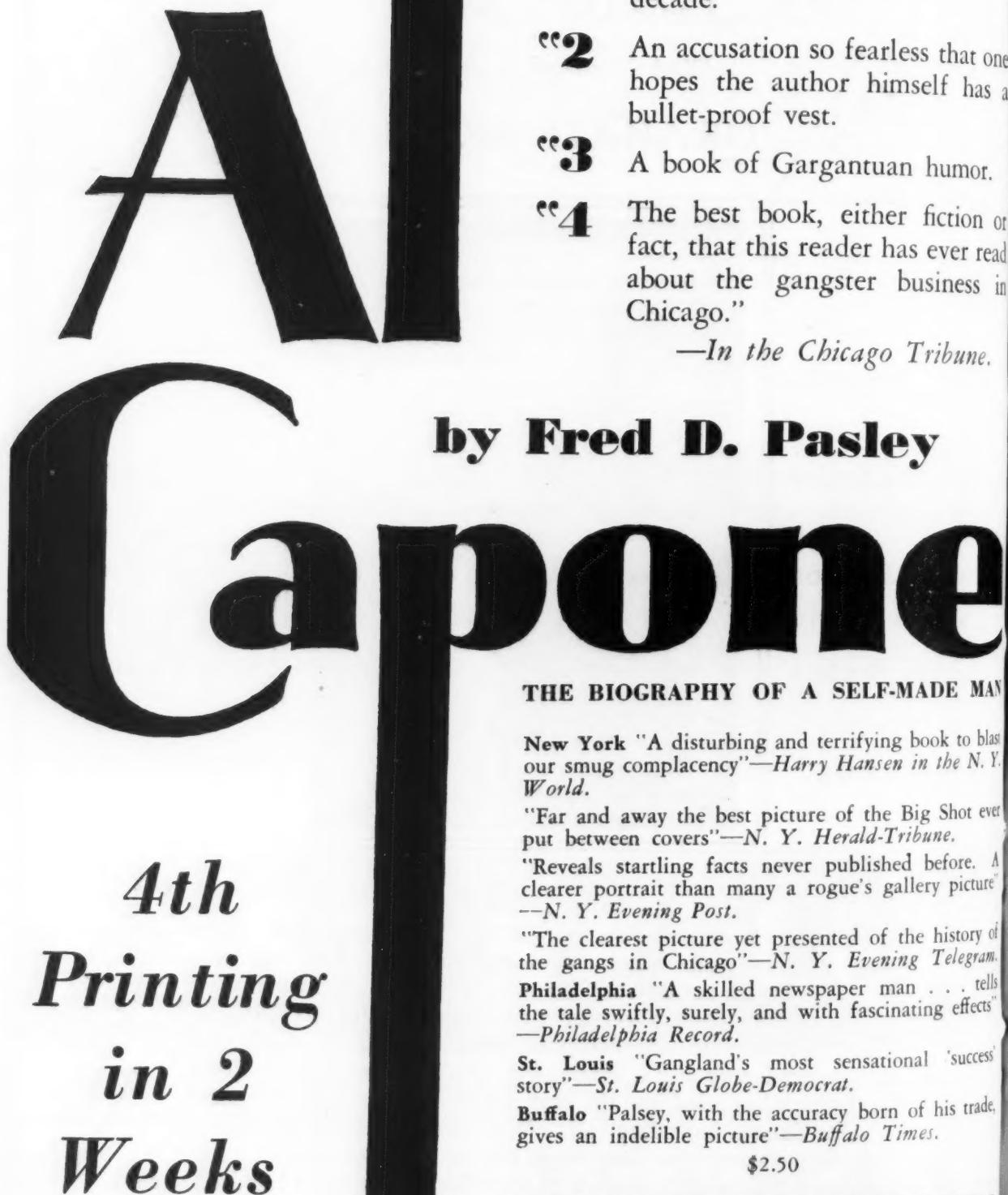
LADY
GODIVA

PATIENT
GRISELDA

Have you ever suspected that there might be more to the story of Cinderella than the fairy-tale tells? Was her romance with the Prince permanent? Or what about that spectacular ride of Godiva's—wasn't there more to report? Life proceeds to consequences, even though they prove contradictory and embarrassing. On this assumption, John Erskine has pried into the next chapter of the stories of some of these famous legendary folk. With his unmatched wit and conviction, he shows that they are as true as life, and that the people in them are ourselves . . . A book to start the fancy upon a hundred amusing conjectures, a book in gayer and wittier mood than any since *The Private Life of Helen of Troy*. \$2.50. To be published October 30th.

THE BOBBS-MERRILL COMPANY, Publishers, Indianapolis

Will Rival "All Quiet" in Sales says *Fanny Butcher*



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The PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

NEW YORK, OCTOBER 11, 1930

Portrait of the Customer

F. Emerson Andrews

Manager of the Publication Department, Russell Sage Foundation

WHILE we are sewing up the gaps in our distribution nets it may be just as well to learn all we can about the customer we hope to invite.

Who reads books? And who, among these readers, actually buys them? Ought certain sectional differences in book reading be considered, particularly if you are thinking about starting a bookstore? And if you are now operating one, are you perhaps missing a whole class of good bookbuyers who might be attracted to your store by the proper means? In short, can we get a "portrait of the customer" on a national basis, so that we shall know where to find him and how to cultivate him?

A considerable body of facts on which to base such a portrait is already available. There is the recent and widely reviewed book by Mr. Duffus. It is the second contribution important to the bookseller since the American Association for Adult Education has been studying reading habits. Its preliminary findings (recently published in Gray and Munroe's "Reading Interests and Habits of Adults") are also worth examining. The more important of these studies, together with observations of the writer through a number of years of crowded contacts, are the basis of the present "portrait."

II.

At the outset, attention must be called to the number of people hopelessly beyond the reading pale. At the last census the allegedly enlightened United States had just five million illiterates who had "no

schooling whatsoever." Still worse, war tests of a million and a half soldiers and sailors revealed that one out of every four (24.9%) could not demonstrate "ability to read and understand newspapers and to write letters."

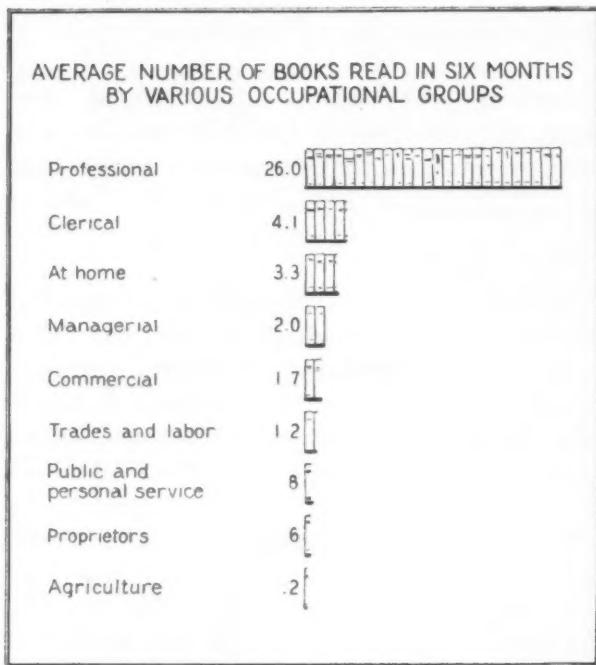
These figures are astoundingly large, but at least as disturbing is the fact that among the remaining "literate" persons, great numbers never touch books but confine their reading to newspapers and magazines. Where 95% of the groups studied read newspapers, only 50% read books. Between the book readers and the illiterates remains a large untouched group who do not read books at all. Perhaps this is because our books for adults, with rare exceptions, are written, edited, and reviewed for the highly intelligent. Perhaps a great field awaits the publisher and the bookseller who will supply substantial books expressed in very simple language.

Sectional differences, too, are important. Since accurate figures on book sales by states are not available, my present comparisons are based upon statistics of library reading.

In the number of books per capita in the libraries of the various states, the first seven places are held by the six New England states and California. The last ten places are in the exclusive possession of the solid South. The very best of the southern states, Florida, has climbed only to 26th place. In actual figures, the best state (Massachusetts) has 2.2 library books per inhabitant. The worst state (Arkansas) has only 6 books to a hundred

inhabitants. In circulation figures California tops all New England states and Oregon most of them. The circulation of library books in California (possibly influenced by the county system in use there) is 7.33 per person. Arkansas is again lowest, with a little less than a fifth of a book per person.

In general it seems that more and better book customers are found in New England and on the Pacific Coast than elsewhere, and by all odds the poorest in the South. Apparently the fable about a book salesman who went South only to find that everybody there "already had a book" is



a gross exaggeration. If he had visited Arkansas or Mississippi he would have found plenty of people who didn't have a book.

Regarding the occupation of the book reader, Farnsworth presents interesting data. His group of persons studied (only 314) is far too small for an accurate statistical study, but the wide differences he found are certainly thought-inducing.

The farmer always has been an alluring prospect for bookmen, probably because there are so many of him. In bookstores and in publishing houses someone is constantly discovering the farm library as a golden opportunity. The statistics give no great encouragement to this dream. Too often, as in the sample just cited, the farmer is at the bottom of the list. According to another survey, during the year

when the city man is reading nineteen books, and his small-town brother three, the farmer is only half way through his first one. If the shorter day on the farm really comes, and if book facilities are made more readily available, he may some day develop into a good customer. Just now caution seems advisable.

Education is one of the most significant lines in this portrait of a customer. Three separate studies of the American Association for Adult Education report alike that the reading of books varies directly and in astonishing quantities with the amount of education.

To attract a person of post graduate caliber into a bookstore would seem about 40 times as worth while as one of grade-school caliber. However, some modifications will have to be made in practice. Actual tests of recent college graduates do not show them to be good book purchasers. They may be too busy establishing themselves — and perhaps too poor — to buy many books. Later, they make amends. Statistics on private libraries in Hyde Park, Chicago, revealed that 26% of the college grads had 1,000 books or more. Not one person below college grade had a library so large. Then too, while 84% of those who had merely finished grade school had practically no library (from 0 to 25 books), only 4% of the college graduates were such a booksellers' frost.

In certain classes of books the differences are even more pronounced. In poetry, for instance, the grade school group register an absolute zero. Half the college group read books of verse, and one-third read them a great deal. The figures for religion and philosophy are almost identical with those for poetry.

III

The minor details of our portrait, while not so important from a practical angle, have a great amount of human interest.

The customer is rather young. As he grows older he actually reads more, but this is in the field of magazines and newspapers. He definitely reads fewer books. Parsons found that in his test groups two-thirds of those under thirty were reading books; about half of those in the middle ages; and only a little more than one-third of those above sixty.

The customer is a little more likely to be a woman than a man. This, however, varies with the type of book read. Women read considerably more fiction than men. Half of them read poetry as against a mere fourth of the prosaic males. Neither sex is enthusiastic about essays or drama, and there is no marked difference in the rather desultory reading of travel books. Men surpass women in the reading of biography, history, science, and even religion.

The wedding ring is a part of our portrait. While many men read some poetry before marriage, they fall off badly afterwards. Women,—for reasons the reader may speculate upon,—are more interested in poetry afterwards than before. Married women also read more fiction, while married men read less after the ceremony. Taken as a whole, the Cupid business is a little bad for the book business. The Married Customer reads fewer books than before marriage.

The book business helps the electric light industry, however, if results of the survey in North Evanston are at all applicable nationally. All prolific book readers stayed up at least until ten and two-thirds of them said they usually went to bed after eleven. Of those who read no books, more than half went to bed between nine and ten. Our customer is therefore a late owl. Perhaps a prospective bookseller would do well to borrow the lantern of Diogenes and go about seeking a town, or a part of a town, where many lights are burning after eleven o'clock!

IV

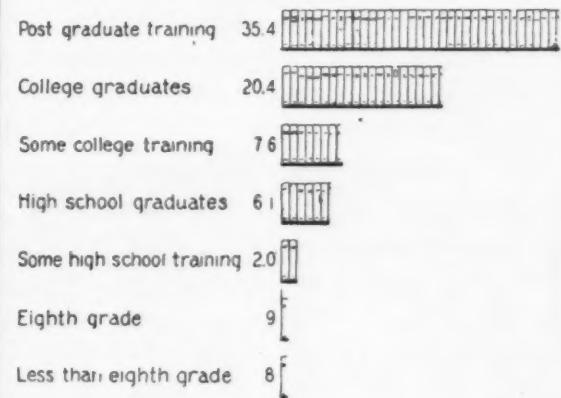
A great deal has been said recently about competition for the book buyer's dollar and his time. In an age when cigarettes battle sweets and industry is competing with industry on an organized basis, it is just as well to consider what radios and movies may be doing to books. Several surveys have a direct bearing.

Two studies indicate that either radio and books do not appeal to the same group of people or they serve to eliminate each other. Of those who use the radio a great deal, only 5% and 14%, respectively, are in the group of prolific readers. From 66% to 75% of the ardent radio fans report themselves as reading no books at all. These figures might be most disturbing if

they were not tempered by the fact that a large percentage of the radio fans are drawn from the group with less than a high school education, and we have seen already that this group reads few books, radio or no radio.

The effect of movie competition is not so clear. In Chicago those who never went to the movies accounted for nearly 40% of the most prolific readers, but also for more than a third of those who read no books at all. The conclusion of the adult education investigators is that "the records do not support the opinion frequently expressed to the effect that the

AVERAGE NUMBER OF BOOKS READ IN SIX MONTHS
BY VARIOUS EDUCATIONAL GROUPS



movies destroy all interest in reading. Neither can it be assumed from these data that attending the movies has increased the amount of reading."

Other forms of recreation, such as dancing, theater attendance, and card playing, have no clear influence on reading so far as present facts indicate.

The issue is apparent, however. Books are no longer sacrosanct, if they ever were. Both amusement and information can be gleaned in new competing ways. Mr. Customer will spend his dollars where it is convenient to do so, and where he believes he will get the most satisfaction per dollar.

V

The most interesting question in regard to this "portrait of the customer" is whether friend Customer is growing.

In spite of the new competition, and in spite of the present inadequate methods of book distribution, the answer is an un-

equivocal "Yes." The rate of book manufacture has been accelerating more rapidly than the rate of population. According to the last government census, about a quarter of a billion books are being printed annually.

The conditions which in the past have produced book buyers are at present exceptionally favorable. The increase in our national wealth assures the money for books. Working days are being abbreviated through the growing efficiencies of

the machine, with resultant leisure for the reading of books. College education is spreading with unprecedented rapidity, and we have seen that this is the group which builds up thousand-book libraries.

We have now sketchily pencilled the customer's portrait and assured ourselves of his excellent health. But the customer is only a prospect until we have made books both attractive and readily available. To complete the portrait it is necessary to put the book in his hands.

Some Booktrade Problems

Mr. Couch Answers a Questionnaire Sent Out By the American Booksellers' Association Asking Booksellers to State Which Are the Most Important Problems Facing the Industry

W. T. Couch

Assistant Director of the University of North Carolina Press

I RECEIVED in my afternoon's mail an A.B.A. Bulletin containing a questionnaire. The questions have been formulated by O. H. Cheney, recently retained by the National Association of Book Publishers to conduct an economic survey of the industry. It asks members of the Booksellers' Association to state which are the most important problems facing the industry: Overproduction, Remainders, Reprints, Dollar Books, Drug Store & Cigar Outlets. Booksellers are asked to mark the order of importance of these topics and to add others. I have a very special affection for questionnaires, and I almost always keep them as long as I can before I gently and regrettably drop them into the waste basket. But this time I was moved to answer. My answers, however, have stretched to such length that I fear if I returned them to my questioner he would do with them immediately what I usually do ultimately. So I am sending in my replies to the *Publishers' Weekly*, hoping they will appear in its columns before the ultimate descent to the waste basket.

Let me start with a big mouthful: I believe that with proper coöperation on the part of publishers and booksellers the book-

trade in this country can be revolutionized within the space of two or three generations.

I think it is exceedingly important to the proper development of our cultural life that our bookselling and publishing activities be extended and at the same time be given a sounder basis. For this reason I am very much interested in any study of the trade with a view to improvement. Some of the opinions which I have stated below may sound very dogmatic; but they are simply my opinions until I get more evidence. I am looking forward to getting more evidence from the study which is now being started. Until I do, however, my opinions stand as follows on certain questions of importance to the trade.

Overproduction

So long as there are no external controls set up by the state or the industry, there is bound to be overproduction of books with consequent losses. The most carefully worked out campaigns will often go wrong, leaving a stock of unsold books, unsalable except at a sacrifice. State control or any centralized control of production would probably be much worse than what we have now. There is and can be

no permanent cure for overproduction in the industry—the price of liberty, in this case, is simply economic insecurity. In the cases of individual firms, good luck and good judgment are the only hopes; bankruptcy is the only final cure. I cannot refrain from quoting a few pertinent lines from Sidney Lanier on farmer co-operation to control cotton overproduction:

And presently says he: "Hit's true,
That Clisby's head is level;
Thar's one thing farmers all must do,
To keep themselves from goin' tew
Bankruptcy and the devil.

"More corn, more corn, must plant less
ground
And musn't eat what's boughten;
Next year they'll do it, reasonin's sound;
And cotton'll fetch 'bout a dollar a pound
Tharfore I'll plant all cotton."

I suspect there will always be some publishers who will reason the same way. What else can they do?

Remainders

Every time I visit New York, I go the rounds of the remainder shops and buy books I've been wanting a long time for a fraction of what they would cost me otherwise. With a very few exceptions, the influence of these shops is undermining the public idea of what books are worth—if the regular bookshops would only handle these books and explain the reasons why they can be sold at special prices, much of the present misunderstanding would be cleared up, and the regular bookshops would have baits to get buyers into their stores.

It is quite entirely possible that remainders might be used to advantage in opening up new markets, getting people to buy books who have never bought them before. As these books are handled now, it is perfectly obvious publishers and booksellers are simply cutting their own throats.

Low-Priced Reprints

Whenever I can get a low-priced reprint of a book I want, or whenever I think a book I do not need immediately may come out later in a low-priced edition, I wait and get it. I feel sure a lot of other people must reason in this same way, but how much this hurts the trade I do not know and I do not even have a guess. Looked at the other way round,

like most people, I have only a very limited amount of money to spend on books. A lot of books I simply would not buy at all if I could not get them in low-priced editions.

Dollar Books

I see no essential difference between the effect of the new dollar books on the trade and that of low-priced reprints—except, and this I think is an important exception—the public has probably drawn the conclusion from the dollar book publicity that books have been priced too high in the past.

It is seldom that I run across anyone outside of the trade who has any idea why some books can be sold for a dollar while others cannot be sold profitably for two or ten dollars. I think it is highly desirable that some straightforward, honest explanations of the ways in which prices are set, the ways they have to be set in order to continue business, should get wide publicity.

Drug and Cigar Outlets

I think it will hurt the regular booktrade seriously if drug and cigar stores are allowed to capture the cheap booktrade. Booksellers, in my opinion, are entirely too much inclined to wait for trade to come to them—they not only wait for it, they often discourage it by allowing other outlets to use books as baits, and by refusing to use them this way themselves.

To the list of problems which Mr. Cheney lists, I add the following.

Discounts to Special Customers

This practice is probably the most hurtful to the trade of any. If I can write to New York and order a book and get a discount, I am not going to buy from a local bookseller who gives no discount. If my local bookseller gives me a discount, he cannot make enough to justify his staying in business; and, generally speaking, if I do not have a local bookseller, I will not buy many books for the simple reason that in most cases I want to see my books before I buy them. Some way must be found to legalize a reasonable control of retail prices. The booktrade cannot make a reasonable profit over the whole country until this is done; and until we have a widely established booktrade, it is doubtful whether any very large number of peo-

ple will be interested in buying books.

On the other hand, the trade should not be content with merely securing means of maintaining retail prices—the effect of this would probably be to stimulate the establishment of more retail outlets than the volume of the trade would justify. This appears to be what has happened in Germany, and apparently can be avoided only by some such limitations on establishing new outlets as I understand operates in the Scandinavian countries.

And so we have in this country at present a thousand Scyllas lopping off the honest profits of the trade; and if we are not extremely careful in choosing our way, we may easily exchange them for twice as many of Charybdis—who would drown the whole trade in the gulf of over-development. This is the most serious dilemma of the booktrade as well as of all other trades in this country today. Or possibly, to be more correct, I should say the booktrade would be in this dilemma if it had progressed far enough.

Lack of Training

Let me give a few examples of some of the complaints of a would-be customer: I buy a good many more books than I can afford to buy, and when I am off on a trip, I simply cannot resist the temptation to look for things I have been wanting. I go into a large store, say, in Washington, and ask for a book in a series published by the firm owning the store. The existence of the book as well as of the series is denied by two or three clerks, and finally by the manager—without looking into the publisher's catalog. It is necessary for me to request that the catalog be examined before I can get any admission of the possibility that the book and series actually exist and are published by the same firm whose clerks deny their existence.

Another case: I wanted another copy of Carolyn Wells' *Book of Humorous Verse*. I first went to the retail store of the firm which had published some of her other collections. No, they did not have any copies. The book was out of print, had been out of print for a long time. I then went to about a dozen stores, asking everywhere for this same volume. Most of the clerks I asked apparently had never heard of Carolyn Wells before—in spite of the fact that she has done some of the best

humorous verse collecting that has been done. Finally, I went back to the first store. It happened that a different clerk offered to serve me. He looked, came back and shook his head. No. I went out, but just after I had got out he came running behind me with the book in his hand. Where did he find the book? On the shelf in place where it should have been. How did he happen to overlook it? Wasn't familiar with the title, looked again to make sure just as I was leaving, didn't know how he overlooked it the first time. I paid for the book and left, wondering as I usually do in such cases, how the booktrade has ever managed to exist at all. These cases are not exceptional ones.

I understand there are some booksellers who take pride in their lack of knowledge of the contents of books. There are many more who do not even know the titles of the books on their shelves, and wonder why they do not sell them. They attempt to excuse their ignorance by saying it is impossible to keep track of thousands of different titles. Of course, it is impossible to keep even all of the new fiction titles in one's head—much less the books of all classes. But is it unreasonable to expect, for instance, that a clerk should be able to mention a few good English or United States histories without calling the manager? or that he should know what is meant when someone asks for a collection of nonsense verse? or that he should be able to answer most ordinary questions about the books he is supposed to be trying to sell?

I quite believe no one will disagree that a clerk must be able to answer such questions if he is to be of any value. But how many clerks, how many managers, how many buyers make any serious efforts not just to keep up with the new announcements, but cultivate subject interests, learn bibliographies, and study the tools of the trade?

During the past five years I have been attempting to make a small collection of the best books about printing, publishing, and bookselling. The help I have secured from the trade in doing this has been practically nil—in spite of the fact that I did not merely want to know, I wanted to buy. Some several months ago I asked two New York houses with foreign connec-

tions to get me some books on the booktrade—printing, publishing, or bookselling—in any foreign countries, except England and Germany which I already have. To date, several months later, I have nothing.

There is nothing in print in English so far as I know which gives any comprehensive account, say, of booktrade practices in any non-English speaking countries outside of Germany; and the information on Germany, from which we might learn a great deal, is totally inadequate. We know, for instance, that the German trade has been able to maintain retail prices, except for a few short intervals, now for some forty years; but do we know anything about the complications this has caused in the German trade—complications which have been avoided in at least three other countries, Norway, Sweden, and Denmark? Stanley Unwin in his "The Truth about Publishing" gives about all the information I know which is available in English. I think it will repay booksellers as well as publishers to read and study this volume. It is in my opinion by far the best single volume which has ever been published in English on the booktrade.

Too Many Books?

There is no more stupid assertion than that often made by members of the trade that "there are too many books." Any publisher can look into his stock room, or any bookseller can look at his shelves and parrot to you that there are "too many books." It is certainly true that there are too many incompetent books, dishonest books, stupid books, and books which are not being sold at profitable or any other prices; but it does not follow that there are too many good books, or that anything can be done about it even if there are too many.

It is a well-known fact that while our reviewers may help to stimulate enormous sales for a few books, they fail utterly in

the very important function of helping to eliminate books of definitely negative value; and because of their failure to mark these books, the booksellers and the bookbuying public are unable to distinguish between the considerable number of very excellent books and the even more considerable number of books which can have nothing but a vicious influence. But, even so, this constitutes no excuse for the trade attitude toward the number of books. Booksellers should know perfectly well that their trade depends on their giving a special service to customers, their showing a wide variety of

books, their being able to give each customer exactly what he wants—and not what somebody else thinks he wants. And yet, even though it cuts the only really sound basis for their existence out from under them, booksellers continue expressing resentment that there is such a wide variety of books to offer, and not only this; they actually encourage their customers to read the most popular novel, the most popular biography, always the most popular this or that. Thus they encourage customers to follow standardized reading styles—styles mostly set by the book clubs. The result is simply increased prestige for the clubs and the club idea, and damage to the regular trade.

Now it is perfectly obvious that the only real advantages the bookstore has over the clubs are that the bookstore can offer a far greater variety—old and new books, classics and trash, serious and frivolous, ascetic and erotic; the customer can see and examine his books before he buys, and the bookseller has the opportunity to help him get what he wants or chisel out his idea of what he wants. If the customer does not know better, it is possible, if the bookseller knows better himself, that the bookseller may root out and destroy utterly the vicious idea that the latest books and wildest sellers are necessarily the best books: that the most important thing to

do in reading is to follow the styles. It is my opinion that those booksellers who do not learn their wares and their customers, who do not learn to do some honest and intelligent advertising (of their stores—not just of the latest books), who do not exploit the peculiar advantages of first-hand trade, of personal service to customers, are doomed to remain comparatively insignificant and impotent in bettering their own condition or determining the course of development of the trade.

It is quite true a large number of people want nothing except that which is in style, and will buy only that which has just been pronounced by the leading critics to be the most amazing revelation, the most profound study, the most exquisitely musical prose, the most—fill in what you will. Of course, the bookseller cannot afford to miss this trade; but while getting as much of it as he can, there is no reason why he should not attempt to set some styles himself, which might conceivably have a better basis than the latest superlatives of the reviewers and publishers. He might attempt to make clear some of the peculiar advantages offered by coming to a bookstore with a variety of good books and a trained staff competent to give expert advice on reading. The best way for him to make this clear is actually to give a high quality of service, and he may well be careful to be silent about it until he is fairly certain that such service is being given. There is sore need in this country for exactly this type of store.

Educating the Public

The publishers may bring out good books, the booksellers may stock and study them, ways may be found to prevent the use of books as baits in department stores, to prevent the practice of discriminating among customers by giving discounts, creating suspicions of unfair prices and cutting legitimate profits—but unless a larger and more intelligent buying public can be developed, the trade is doomed to remain in an unhealthy state. As I have suggested in another article, (*The Publishers' Weekly*, August 30), I believe the primary responsibility here rests with our educational system (libraries included), which not only has not given the trade any reasonable coöperation, but constantly com-

plains of a price-fixing system which it makes no effort to learn and understand, demands discounts for itself and for the most part rests content with doing nothing to improve the present admittedly deplorable state. There are a few bright spots, however. Some of the colleges have active bookstores; some have excellent teachers giving good reading courses; and some are making strenuous efforts to stimulate alumni and any other adults to begin or continue study. (One is forced to suspect many of these efforts. There are so many people who howl about culture, who talk about the classics and never read them, who deplore the low state of our intellectual life and never give birth to a valuable idea,—who are, to wind up this sentence which threatens to become Macaulayan, simply hired to howl.)

But in spite of all the honest and intelligent efforts which are being made, it still remains true that the only constant demand which can be relied on even for good books is the demand for review copies. If we only had as many readers of our serious books as we have would-be reviewers (not to mention those who want desk copies, free display copies, free copies for lecturing and a thousand other purposes), we would not have to worry much about the prosperity of a part of our publishing and bookselling. Bad as the situation is, however, there are things which can be done to improve it. I believe one of the first steps is to examine the present state of the trade in this country, find out what classes of people are buying books and what classes are not buying them; find out and state clearly and briefly the advantages which may be derived from a personal collection of books; find out what part the schools and colleges and libraries are playing in encouraging and teaching the uses of books and the values of personal ownership; find out what kind of internal structure and what kind of training and regulations are necessary to a healthy trade *and then get them*. If we are to do these things, we must have more information not only on our own trade and our public, but we must have more knowledge of trade practices in other countries—we cannot give the best solutions to our own problems until we know how they have been handled elsewhere.

American Booksellers' Association

1900-1930

Ellis W. Meyers

Executive Secretary of the American Booksellers' Association

IN spite of, because of, or notwithstanding (use your own discretion, depending on the side you take) new dollar books, the recent best seller lists have contained the following titles:

1. "Angel Pavement." \$3.00.
2. "Years of Grace." \$2.50.
3. "The Little Dog Laughed." \$2.50.
4. "Exit." \$2.00.
5. "Seed." \$2.00.
6. "The Lion and the Lamb." \$2.00.
7. "Wild Wind." \$2.00.

These titles, prepared by Baker & Taylor and printed in "Books" of the New York *Herald-Tribune* for September 21st, are fairly representative. Only three titles appearing on these two lists are new dollar fiction, two being detective stories. The leader on September 21st is a book selling for three dollars.

It has never been the theory of this office that any one thing to which exception has been taken is going to "destroy" the book business. It has seemed, however, that book club price-appeal, too early remaindering, and reprinting, drug and cigar store price-appeal retailing, and the over-emphasis of price with regard to dollar books, are all contributing factors to the unsettled condition in the industry. So far as we can see, almost every prediction has come true. And it doesn't look now as though the dollar book is selling in sufficient quantities in *bookstores* to justify the decrease in the unit of sale.

The trade survey now in operation under the direction of Mr. Cheney ought to prove these points one way or the other. It is up to us to cooperate in every way in getting that proof and then to act in ac-

To increase the value of the bookstore to the community; to promote friendship and fraternity throughout the trade; to strive for our mutual welfare and for better service of the public.

cordance with the findings for the general good of the trade as a whole.

Meanwhile, we are making efforts to supply booksellers with additional help for their selling. The odds are several dozen to one that no matter what else is discovered, the survey will show the great need of more customers.

This office has been requested by three out-of-town booksellers to take charge of their promotional work during this fall. The campaign which is being constructed is to be built around the new *Book Review*, which magazine it is our hope will become a really effective mailing piece.

The first step of the program is the checking of mailing lists to find out

(a) how many persons are carried on them,

(b) what sort of material is sent them,

(c) what per cent. of regular customers are contained in the lists. Of course, the three booksellers have mailing lists to begin with. That is the first essential.

Test letters are being sent to persons who are not buying often in order to learn why. Other letters are going to carefully selected lists of prospects who are not on the mailing lists, offering the *Book Review* monthly to those who might become interested.

A series of small newspaper ads is being prepared, each advertisement tying up with the direct-mail campaign, and all mentioning the *Book Review*.

The booksellers feel that this organized advertising will increase business. We will all know definitely by the end of the holiday season. Incidentally, each shop is now operating on a planned advertising budget that is well within the amount that it can afford to spend.

Books and the News

There Is a Distinct Book Promotion Opportunity To Be Found In Those Newspaper Headlines Which Announce Matters of National Interest and Importance

FASHIONS in fiction are set by that intangible force called public taste, and it is a wise bookseller who can calculate the turns which this taste will take and who can judge and promote his stock accordingly. An easier task, though one which demands quicker and more facile perception, is the promotion of what may be termed "news-books."

Subjects of broad, national interest appearing under discussion day after day in newspapers and other periodicals offer an excellent opportunity for the promotion and sale of the "news-book," which is, of course, that book which complements a consistently prominent newspaper headline. The bookseller with a nose for news will realize the cumulative effect of such headlines and will play up accordingly, much to the benefit of his serious, and perhaps weighty titles.

To take successful advantage of this promotion opportunity requires a lively interest in national affairs and an understanding of their likely psychological effect on the great public. It means also broad-mindedness in regard to window-displays. The bookseller who is playing the news must never consider his window "frozen," but must be willing at any moment to break up a beautiful and decorative set-up of, shall we say, books on modern interior decoration, to include a certain "news-book" or books which deal either abstractly or in particular with a subject of great momentary news value, a subject which has been consistent news perhaps for two weeks and which has suddenly come to some crisis or other in its career as news.

Perhaps the best suppositional example of this would be any book on Mahatma Gandhi. The news items on Gandhi's activities or lack of activity in India are legion. People read them constantly. If, for example, Gandhi should escape from his prison in India or suddenly embrace the Mormon faith, alert booksellers would

immediately set up a striking window display of the latest Gandhi book, or one directly complementary in tone to the news subject, as for instance, "Prophets of the New India" by Romain Rolland, from Albert and Charles Boni.

The opposite page of newspaper headlines gives some idea of the current repetitions of subjects of wide interest. The economic situation is, of course, always a feature. Probably thousands of commuting business men on the morning of Friday, October 3, read President Hoover's speech to the Bankers' Convention in Cleveland. Probably the same thousands were still thinking about it when they journeyed home that evening. They had also probably read what Governor Roosevelt of New York had to say about the unemployment situation. It is far from inconceivable that such books as "The World's Economic Dilemma" by Ernest Minor Patterson, just published by Whittlesey House, "Intelligent Philanthropy" by Faris, Laune and Todd, from the University of Chicago Press, and "Moving Forward" by Henry Ford and Samuel Crowther, Doubleday, Doran, would have been of particular and immediate interest if given sufficient prominence in bookstore windows.

The Russian situation has always been a subject of sure news value. It is becoming even more so. The Soviet experiment is attracting more and more people. A glance at the Russian headlines on the following page indicates the provocative quality which always characterizes this subject. One of the best books on the Russian situation is Maurice Hindus' "Humanity Uprooted," Cape and Smith. A volume dealing with the Soviet international relations is Louis Fischer's "The Soviets in World Affairs." "A History of Russia" by George Vernadsky has been issued in a revised edition by Yale University Press.

VOL. LXXI. NO. 25,245—DAILY

President Warns Standard of Living Must Be Kept High

Any Lowering Would Plunge

ROOSEVELT ASKS ALL TO AID THE JOBLESS

Crisis Will Be Shortened If

Winter If Ever
Gives Way

SUGGESTS

Employment Is

FORD LAYS SLUMP TO ERA OF LAZINESS

Promises Renewed Prosperity,
With World-Wide Return

PLACES ST

He Sees Vast
for Autos
StandSpecial Cable
COLOGNE.
The price the
war have to
quiet," said
representative of
this evening

STANDARD OF LIVING CALLED 'TOO HIGH'

J. W. Barton at Bankers' Con-
vention Attacks Tariff and
Immigration Policies.

SAY TARIFF BARRIERS CAUSE WORLD SLUMP

R. M. Warren and L. D. Edie Score
'Ridiculous' Schedules in Talks
to American Statisticians.

No Russian Tractors or Parts Returned; Statement By Ford's British Manager

Special Cable to THE NEW YORK TIMES.

COLOGNE Oct. 2.—Sir Percival Perry, manager of the Ford motor interests in Great Britain, reached Cologne today after an extensive Continental motor trip and gave to a New York Times correspondent a comprehensive and thorough denial of the reports emanating from Ireland and cabled to THE NEW YORK TIMES from London that the Soviet

had bought from the Ford Company in America before Cork supplanted the American plants in the manufacture of tractors. None of these parts sent to Russia was, however, ever returned as defective.

"The tractors used in Russia," added Sir Percival, "are those bought from the Ford Company in America two years or more ago, before the Cork plant took over the en-

SOVIET DUMPING HITS EUROPEAN MARKETS; SEEN AS 'RUIN' POLICY

Score of Staples Sold 10 to 30
Per Cent Under World Price,
Believing Economic Motive.

SOVIET TRADE HERE GAINED 28% IN YEAR

Amtorg Reports \$177,000,000
Business Purchases Put
100,000,000.

DUMPING OF GRAIN ADMITTED BY SOVIET

Moscow Official
Must Sell a
Funds for
CREDIT.

DENIES SOVIET SEEKS TO CAUSE WHEAT PANIC

Editor Tells 2,000 Reds at Meet-
ing Here Price Drop Means
Cheaper Bread.They Call Talk of Their Trade
Stir World Revolt Childish—
Sales Set at 6,000,000 Tons

than three hours yesterday 2,000 enthusiastic Communists gathered to several speakers at Union and denounce Fish Congressional a meeting of their org at the Star Casino, and Park Avenue. The ed one resolution that declaration condemning and war" as useless and decried unemployment. speaker, Dr. M. J. Olin, Freiheit, vehemently attacked committee. He ridiculed that the Soviet was create a panic in wheat and that the fall in the commodity would mean for the poor. Mitchell, who recently this country after a in Soviet Russia, at one called "the plan of to create an economic Russia. She declared that there is no future of food for all.

The provocative quality of newspaper headlines day after day presenting the same general subjects from various points of view, has a cumulative effect on people's curiosity. The bookseller who takes advantage of this news interest is realizing on a fascinating kind of book promotion

THE Publishers' Weekly

The American Book Trade Journal

Founded by F. Leypoldt

Published by the R. R. BOWKER Co.
62 West 45th Street, New York City

R. R. BOWKER, President and Treasurer
62 West 45th Street

FREDERIC MELCHER, Vice President
62 West 45th Street

JOHN A. HOLDEN, Secretary
62 West 45th Street

Subscription, United States \$5; Foreign \$6; 15 cents
a copy

October 11, 1930

I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. —BACON.

Controlling Buying

IT is pretty well agreed in all lines of merchandising today that stocks are at a low ebb. Buying slanted off heavily in the late spring, and nobody felt like buying during the summer. With this condition prevailing and the direction of the public's first revival of buying still somewhat in doubt, it is important for booksellers to be sure as they begin their buying that they have an efficient method for controlling stock so that their capital can be used to the fullest possible benefit. To have on hand what the customer wants when he wants it is the retailer's objective.

The first important element in controlling stock is the method of purchasing or issuing orders. No order should be placed without a record in its original form. Most buyers use the publisher's copy of the order, which is filed. It is important to have on these large orders full details as to date, quantity and prices, because these orders, plus the everyday pick-up orders, must be totalled, in order that the dealer can see how his purchases compare with sales. The larger bookstores get added benefit by departmentizing, so that the buyer knows how his investment stands,

in fiction, reprint fiction, religious department, children's department, etc. Such records are, of course, only valuable if the sales records come to hand in the same subdivided form.

Next, it is important that invoices when they come to hand be carefully checked off with the copy of the original order. In the long term bills it is necessary to see that the discounts are right as well as the terms and to be sure that the quantities and items are exactly as specified. If orders are not thus checked with special records, books which were not ordered get into stock. The time to make a complaint about a discount or wrong extension is when the bill is first received.

The next caution is that of properly managing the receiving department to be sure that the bills are correctly checked by goods received, that the books are accurately marked, with selling price, cost price and department, and that each book is put into stock as quickly and systematically as possible so that everyone in the store knows where it is. Standard stock items can take their place promptly on the shelves in their proper place, but new books can be spread out so that everyone in the store may know of their arrival. Invoices must then be checked by a proper system and go promptly to the office, be filed under the publisher's name and entered on the list of bills due. As these bills pass on for payment they must be checked against the budget for buying in order that the increase in stock shall be according to plan.

Every bookseller knows that his stock on hand goes rapidly up in October and November for the big season and then must go rapidly down, according to a general plan if profits are not to be left on the shelves by January 1st. The bookseller should compare October 1929, with October 1930, that is, the first really live month, with the same one last year, and he can judge what the extent of his stock should be for November and December business. The general opinion is that a great many sales will be lost this year because of a lack of stock on hand, and what the dealer wants to know is where the buying demand is to appear first and what his plans must be to have the ideal stock for the two busiest months.

The Year of the Adams

CERTAINLY this is the year of the Adams, for simultaneously we have "The Letters of Henry Adams", a popular priced edition of "The Education of Henry Adams," one of the most successful non-fiction books the country ever had; "The Adams Family" by James Truslow Adams, who is of another branch of the family, but whose brilliant books on New England lend a supplemental lustre to the Adams name; and Dorothea De Bear Bobb's "Mr. and Mrs. John Quincy Adams," which takes us to both Quincy and to Washington and retells the remarkable story of a long life of public service. It would have added a present-day climax to the Adams year if only the *Yankee* from Boston had been selected to race the *Shamrock*, for the *Yankee* was to have been sailed by Charles Francis Adams, Secretary of the Navy.

Dollar Books and American Culture

IN the *New Republic* for October 1, Lewis Mumford writes an excellent article on "Publishing, Old and New," sketching the history and temper of American publishing from 1912 to the present moment. Mr. Mumford says, "The notion of applying to publishing the methods of mass production and of seeking to enlarge the market by reducing the price naturally rose to the surface in this emergency (i.e. the decline of business due to the stock market crash); but although this expedient now seems bound to be a very temporary one, it may be resurrected in one fashion or another during the next few years, and before we embrace it too heartily, it would be well to realize some of the dangers that it carries with it.

"The real difficulty with increasing the circulation of good books—and this is the only kind that need seriously concern us—is the fact that we have not a sufficiently large audience of intelligent and cultured people ready to absorb them. There is doubtless a large potential book audience among the millions who read the Macfadden magazines, for example; but once the attempt is made to reach this audience, the sort of book produced *en serie* will be

the exact equivalent of *Dream Stories* and *True Romances*. Unless cheap books are to become a disaster, the circulation of good books must first increase."

That Mr. Mumford's argument is fundamentally sound will not be denied. However, to consider that more good books cannot be successfully circulated and hence that cheap books will be a disaster, unless the present low ebb of American culture be improved, is to take the publishing and distributing of books out of the actual surge and flow of national life, where they logically belong, and to put them on a distinctly educational plane. The book industry will not enlarge its market by approaching the problem from the point of view that there really ought to be more cultured people to buy and read the so-called good books which it publishes, and that unfortunately there aren't.

The standardization and mass production element which glimmers behind the idea of the dollar book, reprint or new, is thoroughly in keeping with the only single national trend and attitude which this country as a whole can at present be said to manifest. Mass production as a national force cannot be denied.

The book industry in its most recent attempts to approach mass production has not fully taken advantage of that beauty and form in standardization which is today as much a demanded thing as standardization itself. This can be seen everywhere. The best example, however, is the Ford automobile. The first product to come out of a mass production idea, it has pursued its course from a rattling and tinny model T motor to a decidedly pleasing in appearance Model A creation. It is still a so-called "cheap" car, and yet it is significant to note that the more it increased in good looks the more did it become in conversation and in general belief "a good little car."

Thus it does not seem inconceivable that the book *en serie* if it is to succeed as the book industry's excursion into mass production, must proceed in much the same way. Cheapness in price is of course the foundation upon which to build toward an enlarged market and greater distribution. But it is only the foundation.

Whether or not the dollar book will succeed through any progression of produc-

tion is of course a matter of infinite speculation. But it seems an established fact that the bookmarket will never be enlarged if the cheap book is to be always made dependent upon the extent of circulation of the so-called "good book"; if the lamentable state of American culture (which however lamentable, is what it is and must be dealt with as such) is to be regarded as an impossible obstacle.

The New Colophon

THE *Colophon, A Book Collectors' Quarterly*, has its own very peculiar place among publications, and its success and wide distribution may have a marked effect on the tendencies in American book collecting. Booksellers will be interested, therefore, in knowing that the editors in charge, Elmer Adler, Vrest Orton, Burton Emmett and John T. Winterich, have decided to meet the budget involved because of the beauty of its production by increasing the limit of the printing of *The Colophon*.

The third volume, just out, is as fine as any that have preceded, and it has gone to 2,000 subscribers. A minimum of 3,000 copies is required to meet expenses at the \$15 rate announced for the first year, and new subscriptions going even beyond 3,000 if that number is received will be accepted up to December 1st and plans made accordingly. This periodical has become such a strong factor in increasing the interest in rare books that dealers and booksellers will wish to be active in encouraging collectors on their own lists to subscribe if they are not already on the list.

The current volume includes eleven different contributions in a wide variety—Christopher Morley tells about his first publication, "The Eighth Sin"; Carl Van Vechten tells of his first experiments in writing; there is a delightful article called "Gentlemen of the Old School" by Harry B. Smith, the famous collector, who tells the story of Charles Frederickson, who, a hundred years ago, saw the possibilities in collecting first editions; there is an article on "The California School of Printing" by Oscar Lewis, Director of the Book Club of California; on Lavinia Dickinson by Carolyn Wells; an article on Hor-

ace Walpole; on "Afro-French Poetry in Louisiana"; and a very timely article on "The Need for a New Orientation in Book Collecting" by Michael Sadleir, an article about to receive much attention and comment. The various sections have been printed by such presses as the Marchbanks Press, the Southworth Press, Oxford University Press, Walpole Printing Office, the Spiral Press, Pynson Printers.

The Maxims of Henry Ford

HENRY FORD in his recent book "Moving Forward" written in collaboration with Samuel Crowther, cites four maxims which present what he considers to be the dominating principles of American business and industry. They are:

1. To make an ever-increasing large quantity of goods of the best possible quality, to make them in the best and most economical fashion and to force them out on the market.
2. To strive always for higher quality and lower prices as well as lower costs.
3. To raise wages gradually but continuously—and never to cut them.
4. To get the goods to the consumer in the most economical manner so that the benefits of low-cost production may reach him.

These maxims are general enough to warrant consideration from any business. They come from a man who has, obviously, managed to find one of the largest popular markets in existence for any one product. With the problem of extending the book market standing constantly as a most baffling one in the path of this industry's progress, perhaps one of the most important phrases contained in these maxims is "To strive always for higher quality and lower prices."

The
CHILDREN'S BOOK WEEK
Issue of
The Publishers' Weekly
will be
October 25.

More Movie Books

AN article called "The Movie Book Market" which appeared in the *Publishers' Weekly* of September 20 pointed out the quick sales to be realized by setting up a permanent display table of book titles which have become movie titles. That more and more books are being bought by movie producers for talkie adaptation is indicated in two instances recently brought to attention.

In an interview with the *Publishers' Weekly* novelist Peter B. Kyne, whose latest story "Outlaws of Eden" has been published by the Cosmopolitan Book Corporation, expressed the opinion that movie producers, because of the nature of the talking moving picture, are being forced to turn to the printed story for successful movie material. Thornton Delehanty writing his "Movie-Talk" in the *New York Evening Post*, says "A New York publisher, who recently returned from a business trip to England and the Continent, tells me that the market over there for American novels has never been better. And the reason, he says, is the talkies."

Perhaps no better example of the free newspaper advertising which books adapted for movies receive is contained in the *New York Times* of Friday, October 3, where the better part of an upper corner of the theatrical advertisement page contained illustrated announcements of three book titles, "Liliom," a play by Ferenc Molnar, "The Office Wife" by Faith Baldwin, and John Barrymore in "Moby Dick." The grouping of these three titles was most striking.

Pathé Exchange has just purchased the motion picture rights to Ernest Pascal's novel "The Marriage Bed," published by Harcourt, Brace. It plans to produce it with Ann Harding and the same cast that made such a hit in "Holiday."



A "still" from the photoplay version of "War Nurse" to be released in November. Metro-Goldwyn-Mayer are putting an extensive advertising campaign behind the title. A. L. Burt Company is publishing the reprint edition of the novel, coincident with the appearance of the picture

Rex Beach's books "The Silver Horde" and "The Iron Trail" are in production. W. R. Burnett's "Little Caesar" and Susan Glaspell's "Brook Evans," the latter to be produced as "The Right to Love" by Paramount with Ruth Chatterton in the title rôle, are soon to be released. Other important titles are "Passion Flower" by Kathleen Norris, S. S. Van Dine's "The Benson Murder Case" and "War Nurse." All of these books may be had in a reprint edition from A. L. Burt Company.

John Erskine's last novel "Sincerity" is now appearing as a talkie under the title "A Lady Surrenders." Early in January

Willa Cather's famous story "A Lost Lady" will go into production at the First National studios, under the title "The Reckless Hour."

"The Great Meadow" by Elizabeth Madox Roberts, is already on location. Metro-Goldwyn-Mayer is producing it with Eleanor Boardman starring. This book-picture is being faithfully shaped

after the author's atmospheric recreation of primitive days among the Kentucky Indians. As a pioneer picture this talkie should create a sensation and do much to re-stimulate the sale of the novel.

"Trader Horn," already a long time in the process of movie adaptation (it started its studio career in 1928), is still in production.

The Book Buying of Australia and New Zealand

A. G. Stephens
of Sydney (The Bookfellow)

WITH the assistance of Charles H. Wickens, Commonwealth Statistician, the tables following have been compiled to show the course of the Australian trade in books.

This trade is still almost wholly an importing trade. Books, printed on imported paper, are manufactured in Australia in increasing quantities; but the total value is small in comparison with the value of imported goods. Exact information of these local manufactures is not available. Without authority, it is estimated that the value of books printed in Australia is less than 5 per cent. of the value of imported books.

The export of Australian-manufactured books is small. There is a considerable trans-shipment of imported books from Australia to New Zealand; amounting to about 12½ per cent. of the total New Zealand imports. This transfer is principally a matter of shipping convenience.

Australia and New Zealand

The territory of Australia is about three-quarters the size of Europe (including European Russia). It is as large as the United States of America (excluding Alaska). Proceeding at twelve knots an hour, a steamship would take about a month to travel round Australia.

New Zealand, 1200 miles away, is a little smaller than the British Islands. The four days' journey from Australia to New

Zealand is made in steamships comparable with many Atlantic steamships of the second class.

Australia has nearly 6,500,000 white people of British stock, and about 100,000 of aboriginal race—isolated survivors from the Stone Age. These trouble the whites not at all. They are an intelligent useful race, misunderstood and mishandled. Many people in Australia have never seen an aborigine. Many people in Australia have never seen a kangaroo, except in a Zoo.

New Zealand has 1,400,000 white people of British stock and 50,000 of the noble Maori aboriginal race.

With local differences, civilized life proceeds in an Australian or New Zealand city as it proceeds in London or New York. Everybody is white. Everybody speaks English.

The interior of Australia is not a vast and arid desert. The minds of early explorers were saturated with the moist climate of Britain. The word "desert" applies to a large area of Australia, but "desert" does not give the predominating impression of those who know the country; the predominating impression is inexhaustible fertility. The partial opinions of early travelers lingering in books must be abandoned.

In any case, the coastal districts with regular rainfall are easily capable of sustaining 100,000,000 people

The advertised "troubles" of Australia are the consequence of being "too well off." They are typically the troubles of wealth; not of poverty. When an opulent man stops work and eats too much he is likely to show the symptoms of the constitutional disturbance called the gout. Australia has a touch of the gout. Or, when a likely young man inherits his new-rich father's estate, he is not unlikely to "go on a spree." Australia has gone on a spree. The simple remedies are work, abstinence, and sobriety. The race remains; the estate remains; Australia remains.

Australian Trade

British publishers have been trading directly with Australia for 100 years and more; the publishers of the United States have been trading directly for 50 years. The trade has been generally satisfactory, or it would not be maintained and increased; the proportion of "bad debts," in a debatable estimate, has not reached two per cent. of the total trade. The trade is honest, useful, and sound.

For a serviceable comparison, statistics of the AustraZealand booktrade are shown over a ten-year period; choosing the last

small-trading war year, the expansive year two years after the war, and finally the last year for which statistical figures are available.

Both in Australia and New Zealand, books and magazines classed as literature are not at present subject to import duty. Since most importing retail traders make an effort to sell new goods at prices approximately not less than double landed cost—leaving the nominal gross profit to bear the usual local charges—the figures are remarkable.

A "sales tax" at the rate of $2\frac{1}{2}$ per cent. (on the Canadian model) has recently been imposed in Australia, including books; and other taxation affecting the booktrade is pending. Raising costs, this taxation tends to raise prices; but traders are in the old dilemma between higher prices and lesser sales.

The public may be estimated to pay, in the general field and in the long run including reduced-price and economical trade not less than 50 per cent. more than total values cited for books. This estimate is questionable and debatable; but it suggests the profit-quality of local trade in isolated countries far from British and foreign sources of supply.

AUSTRALIAN IMPORTS—VALUE

BOOKS AND PERIODICALS

(Including Directories, Guides, and Time Tables)

Country of Origin	1918-1919	1920-21	1928-29
	£	£	£
Australia (formal book-keeping entry)	210	889	—
New Zealand	3,024	9,538	10,420
United Kingdom	558,920	859,396	1,140,014
Other British Countries	675	1,048	3,928
 Total British	 562,829	 870,871	 1,154,362
 Belgium	 —	 2,601	 —
France	1,317	2,421	1,694
Germany	830	1,294	17,831
Italy	70	806	—
Japan	734	399	—
Netherlands	197	1,258	—
U. S. A.	103,697	150,942	125,065
Other foreign countries	137	2,370	8,834
 Total Foreign	 106,982	 162,091	 153,424
 Grand Total	 669,811	 1,032,962	 1,307,786

The staples of trade are fiction, education, and juvenile. Perhaps education and juvenile values together reach fiction value. Since education is essentially a matter concerned with the young, nearly the whole of the total import is fairly evenly divided between age and youth. An architectural cross-section of the trade would not be unlike a cross-section of British local trade. Readers' needs and tastes are different but similar.

COMMONWEALTH IMPORTS

PERCENTAGE OF VALUE

BOOKS

Country of Origin	1918-19	1920-21	1928-29
United Kingdom	83½	83	87½
U. S. A.	15½	15	9½
Other	1	2	3
	—	—	—
	100	100	100

The old London channel of "Colonial" trade is cut a little deeper; Australia is still a daughter of the British Mother of Colonies. The Australian taste in fiction leans towards the American side; the width and variety of the United States have affinity with the width and variety of Australia; but British "Colonial" editions and "Colonial" terms settle the direction of trade.

Thirty years ago, when new American novels were exported directly at about 50 cents, with regular Australian retail sale at 3s. 6d. for the excellent American dollar to dollar-and-a-half book (as sold in New York) it looked as if fiction manufactured in America would get a firm hold on trade; but those days have passed.

The retail Australian and New Zealand new-novel price is now 6s., with a regular 3s. 3d. cost at point of export on the British book, subject to exceptions when some publishers sell a limited or exclusive monopoly of the market of a particular book at a cut rate. Sometimes the shipment is from a slightly inferior manufacture of the British 7s. 6d. novel; sometimes it is the same product. With East-West transit across the United States, high Pacific shipping rates, and the British way of transfer available, American publishers do not find competitive direct trade highly profitable at present production costs.

Naturally a large and increasing part of the Australian fiction trade is at lower

British booktrade and total booktrade have practically doubled in ten years. Direct trade with the United States (principally periodicals) remains about the same positively, while decreasing proportionately; the indirect trade increases at a rate not suggested by the figures, because many American novels come in British editions or through British hands.

The following table shows approximate percentages of direct trade value.

COMMONWEALTH IMPORTS

PERCENTAGE OF VALUE

BOOKS

prices—British 3s. 6d. cloth, library size, costing about 1s. 9d., London; and British 2s. nets at London trade cost of one-third off, with a discount for large assorted orders. Many American novels are transferred through British publishers at 2s. net, and the "Wild West" sells well. Australian booksellers generally try not to, or do not try to, sell fiction below 2s net, retailed 2s. 6d.

American magazines account for most of the direct trade with the United States.

New Zealand Trade

With the assistance of Malcolm Fraser, New Zealand Government Statistician, the tables following have been compiled to show the course of New Zealand trade in books.

New Zealand trade shows marked differences from that of the Australian; some of which may be accounted for. New Zealand is still more isolated than Australia, with a much smaller population, relying still less upon local production. It is a mountainous country, nearer the South Pole; with harder weather, more severe winters, lower temperatures, less sunshine, than Australia. These conditions mean less open-air distraction, more hours indoors, more time spent in reading or writing proportionately to population.

The inhabitants of New Zealand are of a different past from the Australian community, more British and less Irish,

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more serious and less expansive. Without the huge overgrown cities of Australia, New Zealand is comparatively a country of towns and old-fashioned homes. Britons fall more naturally into their social places in New Zealand than Australians do.

Per head of population New Zealand may be the largest importer of books in the world; but the population is still only 1½ million; and the self-contained people is thrifty rather than wealthy. Book travelers say New Zealand "reads a better class of books" than Australia; meaning that a more serious people studies literature more seriously.

There was a general depression of New Zealand trade in the last decade, not positively, but comparatively in relation to in-

dustry and population. 1920 was the most extravagant year in the New Zealand record; with 61 millions sterling of imports against 46 millions of exports. Hard times followed, and the prudent country learned a lesson and set its house in order. The financial corner was turned in 1927, and 1928 showed a surplus of 11 millions exports.

The booktrade reflects the general spending and general saving; but New Zealand imports have during a long period of years shown consistently a considerably greater value per head of population than Australian imports.

The following table shows book imports in the last year of the war, two years after it, and ten years past,—

**NEW ZEALAND IMPORTS—VALUE
PRINTED BOOKS**

Country of Origin	1918 £	1920 £	1928 £
United Kingdom	218,428	390,082	370,420
Australia	38,126	65,963	62,005
Other British Countries	315	547	2,492
 Total British	 256,869	 456,592	 434,917
United States	30,839	66,889	46,701
Other Foreign Countries	362	971	3,297
 Total Foreign	 31,201	 67,860	 49,998
 Grand Total	 288,070	 524,452	 484,915

Nevertheless, American trade is distinctly falling, and British trade maintains an overwhelming predominance. Most of the Australian imports are British goods trans-shipped from Sydney and Melbourne.

The following table of approximate percentages of trade values shows this,—

**NEW ZEALAND IMPORTS
PERCENTAGE OF VALUE
PRINTED BOOKS**

Country of Origin	1918	1920	1928
United Kingdom	75½	74½	76½
Australia	13½	12½	12½
 Total British	 89	 87	 89
United States	11	13	9½
Other	—	—	1½
 Total Foreign	 11	 13	 11
	100	100	100

The record closes with the spectacle of New Zealand's remarkable importation in proportion to population.

NEW ZEALAND IMPORTS
VALUE PER HEAD OF POPULA-
TION

(Excluding Maoris.)

Year.	Books.
1918	5s. 2d.
1920	8s. 8d.
1928	6s. 11d.

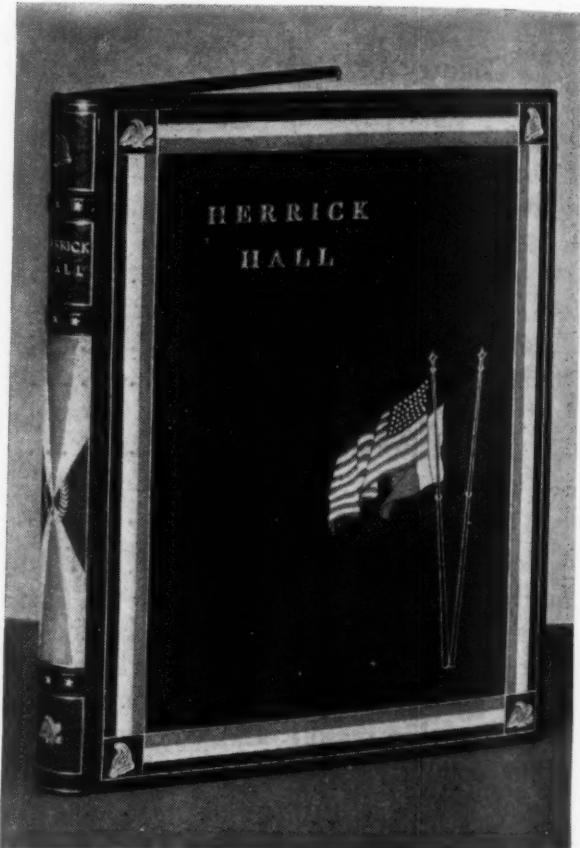
(N. Z. population, excluding Maoris, 1928—1,401,472.)

The basic figures given above are not contained in the valuable and interesting Year Books of Australia and New Zealand, obtainable respectively from the Commonwealth High Commissioner and the New Zealand Agent-General in London. They have been specially supplied for our publication by the Government Statisticians; to whom particular thanks are given.

In the Bookmarket

FRANK HARRIS, ever a lively raconteur of intimacies about famous literary figures, has been commissioned by *Simon and Schuster* to write a biography of George Bernard Shaw. Harris and Shaw have been unofficially friends for forty years. It was Harris who, as owner of *The Saturday Review*, took Shaw from writing musical criticisms for a London daily at \$15 a week and transferred his interests to the theater at \$40 an article. A feature of this biography will be a letter written by Shaw only last month to Harris. The letter discusses marriage. With this a guarded possession, Mr. Harris has gone off to Nice in the south of France there to finish his book by the end of the winter. Mr. Harris wishes to say that anybody having a Shaw story, quip, inscription, autograph, letter, interview, etc., which he or she thinks should be included in the book must send them to 9 Rue de la Buffa, Nice, where they will be copied and promptly returned to their owners. ♦ ♦ ♦

In the Herrick Memorial Hall, which has just been founded in Paris in the American Legion Building, a most beautiful volume has been deposited whose planning was carried forward by Korner & Wood, the Cleveland booksellers. The text of the book is a short biography of Ambassador Herrick emphasizing all that he did for the better relations between France and America and all that he did in the Great War. Then follows a list of about 1,500 names of those who con-



The Herrick memorial volume planned by Korner & Wood, Cleveland booksellers

tributed to the fund which made the Memorial Hall possible. The majority of the contributors are from Cleveland and Wellington, Ohio, where Ambassador Herrick was born. The names are hand-illuminated on the finest grade of parchment, and the binding was designed and executed for Korner & Wood by the Bennett Book Bindery in New York. ♦ ♦ ♦

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Forty-two years ago James Otis Kaler, an impecunious newspaper man, offered the manuscript of "Toby Tyler or Ten Weeks With a Circus" to Kirk Munroe, editor. Kaler demanded cash on delivery and got it. The book became a children's classic. On October 1st *Harper* issued a new and special edition, illustrated by Richard Rodgers and with a foreword by Mr. Munroe. ♦ ♦ ♦

Mae West's novel to be published by *Macaulay* will have the title "Babe Gordon." Among those titles suggested and discarded was the slightly hilarious one "Hell's Belle." This last was an attempt to describe in the title the personality and background of the hot-blooded heroine, an attempt which seems to us to have been singularly fruitful. *Macaulay* is rushing the book for October publication. ♦ ♦ ♦

Sholom Asch, author of the play "The God of Vengeance," is also the author of "The Mother," the first selection of the Jewish Book-of-the-Month Club. The book comes from *Liveright*. Says Ludwig Lewisohn of Asch: "It is high time this undisputed master be known and appreciated in the English-speaking world. He is the epic poet of his folk." ♦ ♦ ♦ *Liveright* also announces "Staying With Relations" a new novel by Rose Macaulay, with a Guatemalean background. ♦ ♦ ♦

James McNeill Whistler is a candidate for this year's elections to the Hall of Fame. Interest in his eccentric personality has been growing in America. *Lippincott* is publishing what ought to prove an interesting commentary on this painter. Elizabeth Robins Pennell is the author of "Whistler: The Friend." *Cosopolitan* also announces a biography of Whistler, by James Laver, author of "A History of British and American Etching." Another timely book from this house will be "Letters of a Self-Made Hoofer to his Ma," Jack Donahue's humorous descriptions of his experiences as an obscure tap dancer, which are appearing serially in the *Cosopolitan Magazine*. The "Letters" are to be published next spring. ♦ ♦ ♦

The short stories of Katherine Anne Porter, appearing in *Hound and Horn*, *Century* and the *Second American Caravan*, attracted the attention of the most



Katherine Anne Porter

discriminating of readers. "Flowering Judas," a volume of her stories issued in a limited edition of 600 copies by *Harcourt, Brace* only last month is now completely sold and out of print, a most unusual record for a volume of short stories. The limited character of the edition, priced at only \$2.50, undoubtedly contributed to the quick sale of the book, a sale which has certainly paved the way for Miss Porter's first novel which will be brought out by *Harcourt, Brace* next year. Its title will probably be "Thieves' Market." Katherine Anne Porter is at present living in Mexico City, nearby the old Thieves' Market there. ♦ ♦ ♦

A book of excellent gossip for the lover of old and rare books and those interested in their publishing has just been issued by *Crowell* entitled "The Englishman and His Books in the Early Nineteenth Century" by Amy Cruse. Here are chapters on "The Subscribers to 'Camilla,'" "Books and Politics," "Working-Men Readers," "Lectures and Their Audiences." ♦ ♦ ♦

Booth Tarkington has regained the sight of his right and only remaining eye through an operation performed several weeks ago at Johns Hopkins Hospital. The operation was performed secretly at the Wilmer Eye Institute of the hospital.

Tarkington can now read, though he still remains at the institute. ♦ ♦ ♦

A new biography of Mary Baker Eddy called "According to the Flesh" by Fleta Campbell Springer has brought the Christian Science Church into the limelight again. According to *Coward-McCann*, publishers of the book, Orwell Bradley Towne, of the Christian Science Committee on Publication for New York, asked to be allowed to check and correct the manuscript for reliability of sources and accuracy of details. "The assumption of the Christian Science Church seems to be that any book not written under their guidance is hostile and unfair." One of the chief bases for objection by the church was Mrs. Springer's treatment of the debt owed P. P. Quimby by Mrs. Eddy, as the source of her religion. The publishers refused the request. ♦ ♦ ♦

John Buchan, author of "Castle Gay" and other books, has been appointed one of the trustees of the charity fund which Edward Stephen Harkness, American railway magnate, has given to Great Britain. The fund will be known as the Pilgrim Trust and will be used for any purpose covered by the legal word "charitable." The gift was prompted by the manner in which Britain incurred and bore the burdens of the World War. ♦ ♦ ♦

The Kroger Grocer and Baking Company, one of the largest chains in the country with the exception of the A. & P., which is in a class by itself, is now selling the *Saturday Evening Post* and the *Ladies' Home Journal*. It looks as though that might be rather hard for the boy in the neighborhood who is handling the house-to-house canvass. So far, the groceries haven't taken hold of crime books! ♦ ♦ ♦

Doris Webster and Mary Alden Hopkins have devised another very original and entertaining book this fall to add to their long line of diverting works. The new book is called "Consider the Consequences," *Century*. It is a story that ends in fifty different ways and the solution is left entirely up to the reader. At each crisis the reader decides which course he wants the hero or heroine to follow, turns to the continuation and reads on until he has to make another choice. ♦ ♦ ♦

The publication of Zona Gale's "Bridal Pond," *Knopf*, has been postponed from October 10 to October 24. ♦ ♦ ♦

The last novel of the late Sir H. Rider Haggard was published in England by *Messrs. Stanley Paul & Co.* on September 29. Entitled "Belshazzar," this novel will be published in America by *Doubleday, Doran*. ♦ ♦ ♦

Alexander Woollcott, broadcasting as "The Early Bookworm" over WABC, announced that gold watches would be awarded on December 12th to the newspaper writer doing the best piece anonymously between September 15th and December 1st, to the actor or actress giving the best performance in a minor role and to the person who gives New York the best laugh, deliberately or inadvertently. Mr. Woollcott is the sole judge of the contest, but he has appointed an advisory committee and said he would be glad to receive suggestions from volunteers, too. Members of the advisory committee are Franklin P. Adams, Robert C. Benchley, Walter Winchell and Richard Lockridge. ♦ ♦ ♦

Will readers please note that "The Early Bookworm" hour has been changed to 7 p. m.-7:15 p. m. Eastern Standard Time.

"THE EARLY BOOKWORM"

Alexander Woollcott

Broadcasting his fifth review series

Tuesday, October 21, at 7. p. m. E.S.T.

Columbia Circuit

1. "Northcliffe" by Hamilton Fyfe. *Macmillan*
2. "As We Were" by E. F. Benson. *Longmans, Green*
3. "The Three Virgins of Haworth" by Emilie and Georges Romieu. *Dutton*
4. "Those Earnest Victorians" by Esme Wingfield-Stratford. *Morrow*

Viking Secures Andrée Diaries

B. W. HUEBSCH of the Viking Press arrived in New York on Thursday, October 9, with part of the Andrée diaries in manuscript form. Sponsored by the Swedish Government the Viking Press will publish these diaries, which have stimulated so much interest and discussion throughout the country.

Religious Book Club Changes

TO celebrate the completion of three successful years in the distribution of religious books the Religious Book Club makes the four following announcements:

1. Beginning October 1, 1930, Religious Book Club selections will go forward to subscribers postage paid, thus affording subscribers a five to ten per cent saving in the cost of their books.

2. The Christian Century Book Service has been merged with the Religious Book Club and after October 1 will be operated under the Religious Book Club plan of membership. This brings together the two most important undenominational religious book-distributing agencies in America.

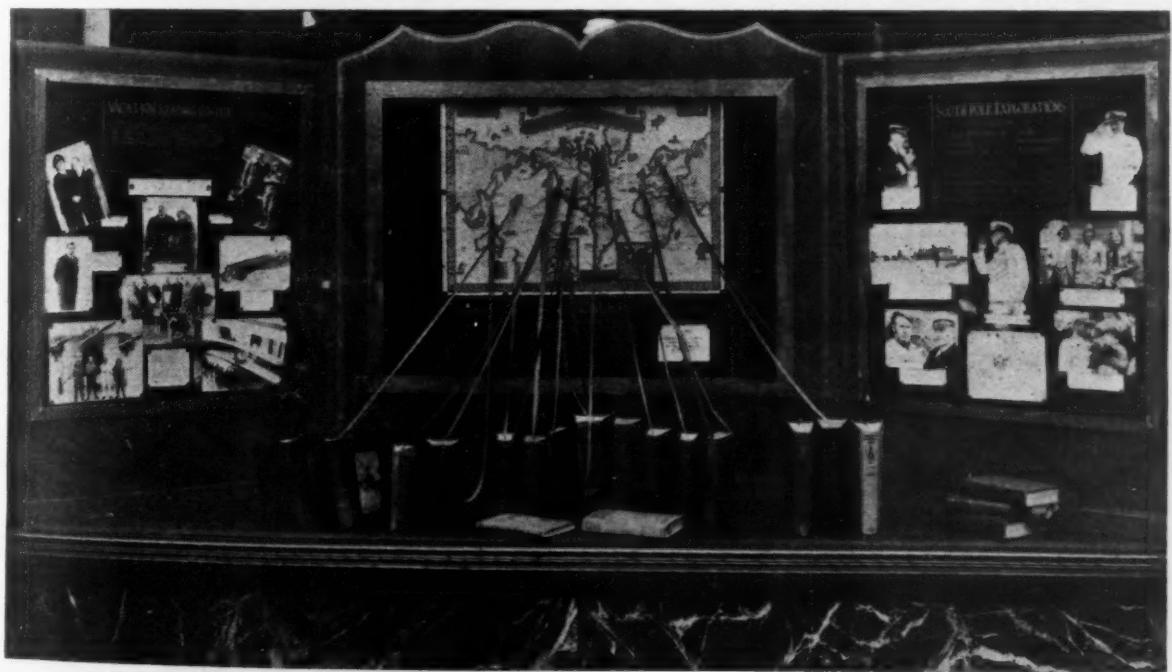
3. Dr. Charles Clayton Morrison, noted Editor of the Christian Century, has

become a member of the Editorial Committee of the Religious Book Club, which now includes Dr. S. Parkes Cadman, Dr. Harry Emerson Fosdick, Bishop Francis J. McConnell, Dr. Howard Chandler Robbins, Miss Mary E. Woolley, and Dr. Morrison.

4. A free copy of one of the Religious Book Club selections will be sent to anyone who will fill out the membership form. All present members who are entering a new year of membership will also be entitled to one of the free books.

Unexpected Cooperation

IN a full page advertisement in the *Woman's Home Companion* the producers of Listerine tooth paste point out the possibility of getting "three good books for nothing," that is, they state that if one buys a Listerine tube each month at 25c., instead of paying 50c., for some other brand, he has \$3 with which to buy three good books. From the point of view of the trade the interest lies in the fact that the ad writer saw in \$1 books a very desirable piece of merchandise which anybody would be glad to save money to obtain. That there is such an incentive would be apparent to anybody who examines the displays on the dollar counters.



The Map of Great Adventures, printed by the R. R. Bowker Company, made the center of a display of books relating to Commander Byrd. The display was set up by Doris E. Wise, head of The Young People's Department of the Syracuse Public Library

Interlaken Mills Reduces Prices

THE Interlaken Mills of Providence, R. I., has announced a general reduction in the prices of all grades of Interlaken Book Cloths, effective October 1, 1930. The new Interlaken price list reads as follows:

	PER YARD
IMCO 36" WIDE.....	16c.
BLACK	24c.
COMMON COLORS	27c.
EXTRA COLORS	33c.
VELLUM DE LUXE	23c.
ART VELLUM	30c.
NOVELTY CLOTH A	33c.
NOVELTY COTH B	28c.
NOVELTY CLOTH C	25c.
ART CANVAS	34c.
CRASH	34c.
BASKET	35c.
LAW BUCKRAM	50c.
ART BUCKRAM	45c.
TWO-TONE ART BUCKRAM	47c.
BINDERY BUCKRAM	36c.

The above prices are for regular widths and patterns; the same differential in prices for special widths and patterns apply to the new scale, as in the past.

New, complete price lists are being sent out to the trade, but may also be had upon application to the Interlaken Mills, 18 Thomas Street, New York, or any of its agents.

P. W. Circulation Gains

AS the busiest book season of fall and winter approaches the *Publishers' Weekly* finds that the demand for its issues, as compared with the previous year, has again shown the kind of increase that has been such a satisfactory evidence during the past decade that booksellers have found in their trade paper information and guidance in the problem of increasing book sales. The increase this year is, in fact, the largest of any recent year, and the 700 copies thus added carries the circulation well over 8,000. One pleasing aspect of the increase in late years has been the number of shops in which the different members of the staff have begun to take their own personal copies, these usually going to home addresses. Hundreds of

copies of this kind are in each week's mailing.

Doubleday, Doran in Philadelphia

DOUBLEDAY, DORAN BOOK SHOPS, INC., have established their first shop in Philadelphia. Located in the recently completed Broad Street Station Building of the Pennsylvania Railroad, the new shop has its main entrance on Pennsylvania Boulevard on which are the main entrances to both the station and the office building above it. A second entrance opens on the Upper West Concourse which leads to all suburban trains. Sanford Cobb, until recently of the Doubleday shop in the Long Island Level, Pennsylvania Terminal in New York, is in charge of this new shop.

Correction

DESCRIPTIONS of two interesting books were telescoped into one in our recent article on the first books of the Huntington Press. There is, of course, no such book as the "History of the Grand National Hunting Diary of George Washington." What the Press is to publish is a detailed narrative of the Grand National Steeplechase written by David Hoadley Munroe with a foreword by William V. C. Ruxton, the first detailed narrative to be published in twenty-three years. The book will be fully illustrated. The press will also publish Washington's diary of his foxhunting activities, which will be edited by A. Henry Higginson, President of the Master of Foxhounds Association of America.

German Bookmen Arrive

A PARTY of ten bibliophiles from Germany arrived on the Bremen Thursday for a two weeks' tour of book centers and libraries in this country. The group includes: Dr. Richard Oehler, librarian of Frankfurt; Dr. and Mrs. Hensler; Dr. Gerd Rosen; Walter Barth; Robert Mueller; Wolfgang Meiner; Leopold Cohn; Mrs. Ida Halle; Dr. Anna-marie Voigt-Meiner. Elmer Adler and E. Weyhe are on the reception committee.

Communication

NOTICE

San Francisco,
Oct. 4, 1930.

Editor, *Publishers' Weekly*:

The attention of New York publishing houses is called to the fact that, effective from October 1st, all book cargoes routed by the Western Traffic Conference Dollar Line will be handled for Erie Pier Number 9 delivery by the United States Trucking Company from all New York City and Brooklyn shipping rooms at a special rate of fifteen cents per hundred pounds with a low minimum of seventy-five cents. This new rate should overcome any objections to the routing and it is hoped that shippers will avail themselves of this cooperation.

WESTERN TRAFFIC CONFERENCE
BOOK CONSOLIDATION GROUP.

Travelers' Field Day

THE Board of Governors of the Associated Book Travellers has decided to hold an informal Fall Field Day for members. This will be held at the Rye Country Club, Friday, October 17. Lunch, dinner, bridge, prizes will be the order of the day. Fee will be \$6.00, and \$3.00 greens fees for those who wish to golf. Checks should be sent to the Association at Room 510, 388 Madison Avenue, New York City. The Annual Banquet is to be held on Monday, December 22.

Women's National Book Association Meeting

A REGULAR meeting of the Women's National Book Association will be held at the National Arts Club, 119 East 19th Street, on Tuesday evening, October 21st. Among the speakers will be Jessie Douglas Fox, Clarice Blake, Mildred Seydell, all authors of fall books.

Dana Memorial Biography

THE Newark Public Library has issued a memorial volume containing a biographical estimate of the work of John Cotton Dana, for many years this institu-

tion's librarian and director of the Newark Museum. The volume also contains a great number of letters and editorial comments which his death occasioned. D. B. Updike has designed the book. A portrait photograph of Mr. Dana taken during his late years has been reproduced to serve as a frontispiece.

Obituary Notes

SAMUEL H. D. WARD

SAMUEL H. D. WARD, for many years a partner in the firm of Ward & Drummond in New York, died in Ottawa, Canada, on September 26th, aged seventy-seven years. For thirty years prior to 1915 his firm was active in the publishing and selling of religious books.

W. PETT RIDGE

W. PETT RIDGE, whose stories of London's poor were considered unexcelled by any writer since Charles Dickens, died at his home in Chislehurst, Kent, on September 29. He was 70 years old. Since 1890 Ridge had averaged more than one novel a year, besides many short stories. His first recorded novel was "A Clever Life," which appeared in 1895. One of his last works, published in 1929, was "Affectionate Regards." His chief fame came from his ability to portray cockney life. He was an ardent lover of the works of Dickens.

LORD BIRKENHEAD DIES IN LONDON

FREDERICK EDWIN SMITH, the first Earl of Birkenhead, whose latest work, "The World in 2030" has just been published in this country, died just before noon on September 30th after an extended illness with a bronchial ailment.

The Earl of Birkenhead, who was Lord High Chancellor of England during the Lloyd George administration, was among the foremost English statesmen. He was Solicitor General in 1915 and Attorney General after that until 1919. From 1919 to 1922 he was Lord High Chancellor of Great Britain and was Secretary for India from 1924 to 1928. He was a major in the Kings Own Oxfordshire Hussars in the World War.

Besides holding high offices in educa-

tional institutions, he was an author with many works to his credit and a lecturer. "My American Visit" was published in 1918; "America Revisited" in 1924; and his latest book "The World in 2030"—a stimulating synthesis of present tendencies and a pursuit of them to their natural conclusions—was published by Brewer and Warren on September 8th.

Changes in Price

ALFRED A. KNOPF, INC.

The price of "First Plays" by A. A. Milne has been changed from \$2.00 to \$2.50.

WILLIAM EDWIN RUDGE, PUBLISHER

"The King of the Golden River" by Ruskin. From \$6.00 to \$4.50 on trade edition.

CALLAGHAN & COMPANY

"Walsh on Equity" which we recently announced, has been changed from \$6.00 retail to \$5.50 retail.

Correction

CATHERINE McNELIS, president of the Tower Magazines, Inc., writes that a paragraph in our August 30th issue was ambiguous. *The New Movie, Love, Home and Detective Magazines* sold at the Woolworth Stores are published by the Tower Magazines, Inc., and not by the Dell Publishing Company as may have been inferred. *

Booksellers' League Meets

THE first meeting of the year of the New York Booksellers' League will be held at the Hotel Brevoort Wednesday, October 15, at 6.30. The speakers will be Louis Bromfield, Corey Ford and Wilbur Whitehead.

Business Notes

AKRON, OHIO.—Book Department opened at the A. Polksky Co. store on South Main Street.

DUNSMUIR, CAL.—The Dunsmuir Pharmacy, Travelers Hotel Building. E. J. Cone. Store now carries few children's books. Would like to receive publishers' catalogs. Interested particularly in inexpensive juveniles and popular priced fiction.

ELIZABETH, N. J.—Ye London Book

Shoppe opened at 317 Morris Avenue, Frederick E. Burnell, Jr., Manager.

EVANSTON, ILL.—Brown Owl Rental Library address changed from 1728½ Sherman Avenue to 1561 Sherman Avenue.

HOLLYWOOD, CAL.—Stanley Rose will open a bookshop on or about November 1st at 1625 North Vane Street.

MOUNT AIRY, PA.—Glen Echo Lending Library, 330 Glen Echo Road. Robert L. Molitor. Circulating Library. Open October 1st.

NEW YORK, N. Y.—The Seven to Eleven Book Loft at 50 East 96th Street has moved to 16 East 96th Street. The business will now continue under the manager's own name Charlotte Boardman Rogers.

NEW YORK, N. Y.—Martin's Book Shops, formerly at 58 West 58th Street and 64 West 51st Street, now discontinued. New shop now located at George Washington Hotel, 23rd Street and Lexington Avenue.

PHILADELPHIA, PA.—Clellan Shull, East Girard Avenue at Columbia. Opened July. Stock of general books in a drug store. Manager emphasizes fact that though located in a drug store he does not carry a "drug store stock." Is trying out neighborhood with plans for opening a real bookstore.

PLATTEVILLE, WIS.—Green Shutter Gift Shop discontinued September 1st.

ROCHESTER, N. Y.—City Hall Book Shop, 17 South Fitzhugh Street. Mrs. S. Carey. Out of business August 31st.

SEATTLE, WASH.—Emerson Bookshop, 1825 East Olive Way, now known as Bradner Bookshop. Mrs. Emerson is no longer connected with the shop. Present manager is Mr. Enos Bradner.

WEST COLLINGSWOOD, N. J.—Book Heaven Library, 610 Collings Avenue. Lester LaBove. Opened September 11th. Circulating Library.

The Weekly Record

Describes and Indexes the New Books of All Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

THE variety of books in this Weekly Record of prime importance to the bookseller who knows his customers' tastes and interests, ranges all the way from books on ants to books on mythology and polite conversation.

Beginning with the first of the alphabet there seem to be a number of books that belong under "America" and "Americans." Columbia University Press says of its publication: "The American Public Mind" by *Odegard* that it will have a greater sale than any book it has ever published. The book, which is a study of the forces that mould American minds, is presented with a striking jacket. By the way, another publisher who has just dressed up a book with a trade jacket for the first time is McGraw-Hill, who under the imprint of that firm and Whittlesey House, the name under which it will issue its trade publications in the future, has published "The World's Economic Dilemma," a study of international economics, by *Patterson*.

But returning to the "Americans," we find, "The Growth of the American Republic" by *Morison* and *Commager*, a re-writing of one of Professor Morison's previous books; "An American Epoch" by *Odum*, interpretation of the South, past, present and future, a book with which may be offered a new collection of Negro songs and melodies by *Grissom*; "Americans" by *Jewell* about American artists and their work; "A Yankee Trader in the Gold Rush" which contains the letters of

Franklin A. Buck, authentic source material on an interesting period in our history; and "Here's Audacity" by *Shay* which tells the stories of American legendary heroes. An interesting comparison could be made between the stories told in this volume and those from the world's ancient mythology, re-told by *Padraic Colum* in a handsome volume, illustrated by *Boris Artzybasheff*.

Continuing with the alphabet of interests, see "Ants" by *Huxley*. Important contributions to biography include "Cosima Wagner" by *Moulin-Eckhart* and "Royal Charles" by *Loth*. Then there's "Modern Conversation" by *Hall*. Cooking comes next. In his "Gun Club Cook Book" *Charles Browne* has gathered interesting information and recipes from many lands, to make a chatty and unusual book on foods and cooking. This leads us naturally to fish and a volume by *Thomas*, father and son, both well-known California fishermen, on big-game fishing in the Pacific and Mexican waters. It's quite a jump to humanism, but *Gorham Munson's* new book shows that that subject is still an active one. Under poetry, is listed a new volume by *Humbert Wolfe*. For religious works see *Newton*, "Things I Know in Religion"; *Inge*, "Christian Ethics and Modern Problems"; and *Wells*, "Peloubet's Select Notes on the International Sunday School Lessons." Under travel are "A Wanderer in Wales" by *Davies*; "Through Oriental Gates" by *Childers*; and "Seeing France" by *Newman*.

THIS list aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word "apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

The Weekly Record of October 11, 1930

A. E., pseud. [George William Russell]

Enchantment, and other poems [lim. ed.]. 34p. O c. N. Y. [Random House] bds. \$7.50
By a distinguished Irish poet who is now visiting this country.

Alain, pseud.

Mars, or, The truth about war; tr. by Doris Mudie and Elizabeth Hill; introd. by André Maurois; foreword by Denis Saurat. 318p. D [n.d.] N. Y., Cape & Smith \$2.50
Essays on war by a French philosopher and pacifist who volunteered as a private and served in the artillery for four years during the War.

Altholz, Nathaniel

Modern bookkeeping practice; second-year course. 450p. il. O [c. '30] Chic., Lyons & Carnahan fab. \$1.60

Aspley, John Cameron [George Dartnell, pseud.]

Managing a sales territory. 110p. S [c. '30] Chic., Dartnell Corp. bds. \$1.25;

de luxe ed., \$1.75

"How salesmen have increased their business and improved their opportunities by applying to their work seven principles of management."

Aucassin and Nicolette; tr. by Laurence Housman. 105p. il. '30 N. Y., Dial Press \$2.50, bxd.

Barber, Harry C.

A second course in algebra; a text and exercise book with tables. 522p. diagrs. D [c. '30] Bost., Houghton \$1.40

Bartlett, Arthur C.

Gumpy—son of Spunk; the story of a little sled dog with a big heart. 304p. front. D [c. '30] Bost., Wilde \$1.75

A boys' story about the leader of a dog team.

Baynes, Ernest Harold

My wild animal guests; three sketches; ed. by Louise Birt Baynes. 139p. il. O c. N. Y., Macmillan \$1.75

The author's experiences with his wild animal pets, a young deer, six little skunks and a timber wolf cub.

Benjamin, Harold

Man the problem-solver. 463p. (bibls.) O c. Bost., Houghton \$3.50

This study of human progress and of the outstanding problems of the human race is designed for an orientation course for college students.

Berg, Bengt Magnus Kristoffer

To Africa with the migratory birds. 274p. il. O c. N. Y., Putnam \$5

Information about the habits of cranes, gulls, wild ducks and other birds which migrate to Africa.

Beiswanger, George W.

The character value of the Old Testament stories. 63p. (2p. bibl.) diagrs. O (Univ. of Ia. studies in character, v. 3, no. 3) '30 Iowa City, Ia., Univ. of Ia. pap. \$1

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Protest of an old timer. 14p. S '30 N. Y., Marchbanks Press pap. apply

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An experimental investigation of social behavior patterns in young children. 93p. (5p. bibl.) il. O (Univ. of Ia. studies in child welfare v. 4, no. 3) '30 Iowa City, Ia., Univ. of Ia. pap. \$1

Bible

Stories of healing from the Bible; comp. by Henrietta G. Gould. 120p. S [c. '30] [Sault Ste. Marie, Mich.] Compiler, 1004 Parnell Ave. \$2.50

Bland, Edith Nesbit [Mrs. Hubert Bland]

The five children. 819p. il. (col. front.) O '30 N. Y., Coward-McCann \$3

Three long stories for children, "Five Children and It," "The Phoenix and the Carpet" and "The Story of the Amulet" by the author of "The Bastable Children."

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Parade of the living. 308p. O c. N. Y., Coward-McCann \$3
The story of the geological history of life on earth.

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Alaric the Goth; tr. by Frederick H. Martens. 259p. (bibl.) il., map O c. N. Y., McBride \$3.50

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A study of economic and social conditions in 69 industrial villages and the place of the church in them.

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A Yankee trader in the Gold Rush; the letters of Franklin A. Buck; comp. by Katherine A. White. 302p. il. O c. Bost., Houghton \$3.50

Frank Buck of Maine describes life in San Francisco in '49 in his letters to the folks back home.

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A story of a U. S. Marshal's efforts to clean up a lawless mining town of old Arizona.

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The life and tragedy of Alexandra Feodorovna, Empress of Russia; a biography; introd. by J. C. Squire [cheaper ed.]. 382p. il. O '29 N. Y., Longmans \$5

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Ultra violet light and vitamin D in nutrition. 229p. il. O '30 Chic., Univ. of Chic. Press \$2.50

Bragg, W. L.

The structure of silicates. 69p. diagrs. O '30 N. Y., G. E. Stechert pap. \$1.50

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A bibliography of English literature and history; with syllabus for a coördinated course. 20p. O c. N. Y., Columbia Univ. Press pap. 25c

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The development of English humour; pt. 1, from the early times to the Renascence. 167p. (bibl. footnotes) D c. N. Y., Macmillan \$2
A study of English humor as it was expressed in early literature.

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The Canterbury tales of Geoffrey Chaucer; together with a version in modern English verse by William Van Wyck; il. by Rockwell Kent; 2 v. [lim. ed.]. 520p. il. (pt. col.) F c. N. Y., Covici-Friede \$50; \$250
Designed and printed by Samuel Aiwaz Jacobs at the Stratford Press. Each set is signed by the illustrator.

Tales from Chaucer; the Canterbury tales; ed. by Eleanor Farjeon. 257p. il. (col.) O '30 N. Y., Cape & Smith \$3
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Orpheus; myths of the world; il. by Boris Artzybasheff. 358p. Q c. N. Y., Macmillan \$5
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Circus parade; posters for boys and girls to cut, color and paste. il. (pt. col.) c. '30 Cleveland, O., Harter Pub. Co. 75 c., bxd.

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700p. diagrs. '30 Wash., D. C., Gov't. Pr. Off.; Sup't. of Doc. \$1

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The fifth son of the shoemaker. 292p. D c. N. Y., McBride \$2
Pyotr, son of a Russian shoemaker, rises from a New York East Side cellar to a successful musical career.

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A psychological novel about an unusual boy who heard everything in terms of color, and of his adolescent struggle in choosing between love and the priesthood.

Cunningham, Rev. Daniel F., ed.
Christ's gift, the Mass; an illustrated missal for Sundays and Holy Days; with a new arrangement of all the parts of the Mass in their proper order. 845p. il. nar. T c. N. Y., Benziger Bros. flex. fab. \$1.20

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Christmas stories. 655p. il. D (Works) '30 N. Y., Macmillan fab. \$2

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The lesson round table; a manual for the study of the International Sunday school lessons, improved uniform ser., 1931. 396p. maps (col.) S [c. '30] Nashville, Tenn., Cokesbury Press \$1.25

Dominguez-Bordona, J.
Spanish illumination; 2 v. 260p., ea. il. Q (Pantheon ser.) '30 N. Y., Harcourt \$63

Crawford, Russell Tracy
Determination of orbits of comets and asteroids. 233p. O (McGraw-Hill astronomical ser.) '30 N. Y., McGraw-Hill \$4

Dojacek, F.
New Ukrainian interpreter and Ukrainian-English and English Ukrainian dictionary; 2nd ed. 378p. O '30 Milwaukee, Caspar, Krueger, Dory Co. pap. \$2.50

Drachman, Julian M.

Studies in the literature of natural science. 497p. (38p. bibl.) il. O c. N. Y., Macmillan \$4
A history of scientific literature produced in the 19th century showing how it has molded public opinion.

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Excelsior; the story of Lucien Delorme, 1905-1926; tr. by Robert Glody. 96p. il. D c. Chic., Loyola Univ. Press \$1
The brief life of a young college boy to whom the Catholic religion meant a great deal.

Dugdale, E. T. S., ed.

German diplomatic documents, 1871-1914; v. 3, The growing antagonism, 1898-1910; tr. by the editor; preface by Sir Maurice De Bunsen. 463p. (bibl. footnotes) O '30 N. Y., Harper \$7.50
Official records of German diplomacy from the time of the Chino-Japanese War to the years just preceding the World War.

Elwin, Verrier

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Endore, S. Guy

The man from limbo. 296p. D [c. '30] N. Y., Farrar & Rinehart \$2
Harry Kling, fascinated by the idea of immense wealth, attempts to reconstruct the imaginative life of a dead acquaintance who had been absorbed in riches.

Evans, Caradoc

Nothing to pay. 286p. D [c. '30] N. Y., Norton \$2.50
The story of Amos, a ruthless Welsh miser.

Fabian, Warner, pseud.

The men in her life. 311p. D [c. '30] N. Y., Sears \$2
A little Irish beauty handles the men who pursue her through the whirl of high society, with a gloved but iron hand, true to her first love.

Faulkner, William

As I lay dying. 254p. D [c. '30] N. Y., Cape & Smith \$2.50
The story of a poor country woman's somber death and burial is told through the minds of her husband, children and neighbors.

Forri, Dr. N. A.

The behavior of health. 236p. (2p. bibl.) diagrs. D [c. '29, '30] Chic., Advance Pub. Co., 109 N. Dearborn St. \$2.50
An analysis of the fundamental facts of human behavior as a guide to more healthful living.

Filter, Raymond O., and Held, Omar C.

The growth of ability. 181p. (4p. bibl.) diagrs. D (Educational psych. monographs, no. 28) c. Balt., Warwick & York \$2.28
The major problems of the psychology of learning.

Fisher, Mrs. Dorothea Frances Canfield

The deepening stream. 393p. D [c. '30] N. Y., Harcourt \$2

Ewing, Claude H.

Instruction manuals for paper hangers; unit 1, Paste-table work and hanging simple patterns. 60p. il. O (McGraw-Hill vocational texts) '30 N. Y., McGraw-Hill pap. 75 c.

Faris, Lillie A.

Outline picture studies of the children of the Bible. 52p. il. O '30 Cin. Standard Pub. Co. 35 c.

Fletcher, and Basseches

Digest of physics. 288p. il. D N. Y., Globe Bk. pap. 67 c.

The Publishers' Weekly

The story of Matey's life as it develops during her childhood in a college town, her girlhood and married life, against a background of other college towns and Paris in war and peace-times.

Foster, Richard Allen

The school in American literature. 206p. (bibl. footnotes) D (Univ. research monographs, no. 12) c. Balt., Warwick & York \$2.60

A study of educational themes in our literature.

Fouchardière, Georges de la

Poor sap; tr. by Forrest Wilson. 234p. D c. N. Y., Knopf \$2

The characters of Maurice, a middle-aged office drudge searching for romance, of Lucienne, a girl of light morals, and of Dédé, a gigolo are portrayed in this French novel.

Fox, Jessie Douglas

What mad pursuit. 299p. D c. N. Y., Brewer & Warren \$2

Nora Lake, after a life of wandering over Europe with her artist father, desired happiness and quiet security which she finally achieved after several disastrous attempts.

Frank, Jerome

Law and the modern mind; introd. by Judge Julian W. Mack. 379p. (bibl. notes) O [c. '30] N. Y., Brentano's \$4

An examination of the whole nature of law and legal thought in the light of the new psychology.

Frazer, James George

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Fyleman, Rose

The Katy Kruse play book; il. by Katy Kruse. 31p. il. (col.) O [c. '30] Phil., McKay \$2.50

A story for children telling how Jeremy, Jack and Joyce learned all kinds of sports. The illustrations are colored photographs of little dolls swimming, exercising, canoeing, etc.

Gallagher, Ralph P.

Courses and careers. 425p. (bibls.) il. O c. N. Y., Harper \$1.40

A textbook for a junior or senior high school guidance course.

Gaunt, William

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London scenes and life pictured in drawings and witty comment.

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A text for a first-year college course.

Forbes, John Maxwell

Wilbur Crane's handicap. 288p. D (Internat'l fiction lib.) '30, c. '18 Cleveland, O., World Syndicate Pub. Co. apply

Gloag, John

Modern home furnishing. 127p. il. D (Macmillan's sixpenny self-help-lib.) '30 N. Y., Macmillan pap. 25 c.

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Laboratory manual to accompany Accounting: principles and procedure; pt. 1. 272p. Q [c. '30] Bost., Houghton pap. \$1.80

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Goldman, Julian
Prosperity and consumer credit. 206p. il. O c. N. Y., Harper \$3
The head of a large chain store organization sets forth his experience with installment selling as the basis of his success in retailing.

Granberry, Edwin
The Erl King. 285p. D c. N. Y., Macaulay \$2
A novel about a strange family and a group of gypsies on the coast of Florida.

Green, Fletcher M.
Constitutional development in the South Atlantic states, 1776-1860; a study in the evolution of democracy. 342p. (20p. bibl.) O (Univ. of N. C. social study ser.) c. Chapel Hill, N. C., Univ. of N. C. Press \$3

Grissom, Mary Allen
The Negro sings a new heaven. 101p. Q (Univ. of N. C. social study ser.) c. Chapel Hill, N. C., Univ. of N. C. Press \$2.50
A collection of songs with melodies.

Grove, Frederick Philip
The yoke of life. 361p. D c. N. Y., Richard R. Smith \$2
The struggle of Len Sterner, a child of the Canadian homesteads and lumber camps, for education, beauty and a pure love.

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Modern conversation. 278p. D [c. '30] N. Y., Brewer & Warren \$2
Beginning with a questionnaire that enables the reader to determine his conversational type, the book continues with a witty and anecdotal guide to all kinds of conversation.

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A short history of democracy. 282p. (bibl.) D '30 N. Y., Macmillan \$2.50

Hayward, Percy R.
The dream power of youth; young people of today and the religion of Jesus. 192p. D c. N. Y., Harper \$2
The potentialities of modern youth for sharing in the creation of a more ideal human society.

Hill, Mrs. Grace Livingston
The gold shoe. 309p. D c. Phil., Lippincott \$2
After Tasha Endicott knew Thurlby and his home she realized that her own sophisticated social life was meaningless.

Holme, C. Geoffrey, ed.
The painter of Victorian life. 182p. il. Q '30 N. Y., Rudge \$15

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A study of the legislature of the State of Maryland; with special reference to the sessions of 1927 and 1929. 110p. O (J. H. Univ. studies in historical and political science, ser. 48 no. 3) c. Balt., Johns Hopkins Press pap., apply

Greene, Harry A.
Work-book in educational measurements; forms A and B. 160p., ea. (bibl. footnotes) diagrs. Q (Longmans' educ. ser.) '30, c. '28, '30 N. Y., Longmans pap. \$1.50, ea.

Griffin, Charles Dewis, and Fortman, Robert H.
Machine drawing; a comprehensive treatise on machine drawing covering principles of the working drawing, helix and thread conventions, etc. 288p. il. diagrs. O c. Chic., Amer. Technical Soc. \$2

Haerberlin, Hermann, and Gunther, Erna
The Indians of Puget Sound. 83p. (2p. bibl.) il., map O (Univ. of Wash. pub'n in anthropology, v. 4, no. 1) '30 Seattle, Univ. of Wash. Press pap. \$1

Harris, Percy W.
The wireless listener's guide book. 127p. D (Macmillan's sixpenny self-help lib.) '30 N. Y., Macmillan pap. 25c.

Harvey, Rodney Beecher
Plant physiological chemistry. 432p. (22p. bibl.) il., diagrs. O (Century biological ser.) [c. '30] N. Y., Century \$6

Jacks, Lawrence Pearsall

The inner sentinel; a study of ourselves and of something more. 188p. D c. N. Y., Harper
bds. \$2
A plea for courageous living.

Jay, Mae Foster

Tad. 294p. front. D [c. '30] Bost., Wilde
\$1.75
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Americans; modern art. 99p. (bibl. footnotes) il. (col. front.) Q c. N. Y., Knopf \$3
This plea for the organization and fostering of our modern American art contains many illustrations of the work of modern artists.

Johnson, Gerald White

By reason of strength. 221p. D [c. '30] N. Y., Minton, Balch
\$2
A portrait of a courageous woman, Catharine Campbell, who left Scotland with her husband for the hardships of life in North Carolina in the early 19th century.

Johnson, Willis Fletcher

The national flag; a history. 123p. il. (col.) D c. Bost., Houghton
\$2
The history of the American flag.

Johnstone, James

A study of the oceans; 2nd ed. 243p. (bibl.) maps, diagrs. O '30 [N. Y., Longmans] \$4.20

Joly, John

The surface-history of the earth; 2nd ed. 232p. (bibl. footnotes) il., maps (pt. col.), diagrs. O '30 [N. Y.] Oxford
\$3.50

June, Caroline Silver

Bunny be glad and the fifty fairy flower legends. 128p. il. (col.) S '30 Chic., A. Whitman
60c.

Kahler, Wood

Smart setback. 236p. D c. N. Y., Knopf
\$2.50

An amusing, sophisticated novel of New York's smart set, picturing Rylda, a young woman with too much leisure.

Kane, Brewster

The crooked vein; being the penned expression of Gerald Lorraine of Glendale. 224p. front. D [c. '30] Bost. [Bruce-Humphries Co.]
\$2

Letters from prison.

Kent, Raymond Asa, ed.

Higher education in America; introd. by Lotus D. Coffman. 699p. (bibl.) map, diagrs. O [c. '30] Bost., Ginn
\$4
A discussion of the major aspects of higher education in America today.

Keyes, Angela Mary

Advanced grammar. 431p. D [c. '30] N. Y., Schwartz, Kirwin & Fauss
\$1

Keeton, George W.

Shakespeare and his legal problems. 249p. D '30
N. Y., Macmillan
\$3

Kuehn, Martin H.

Mathematics for electricians. 220p. il. D (Mc-Graw-Hill vocational texts) '30 N. Y. McGraw-Hill
\$1.75

Lamb, John M.

Questions and answers on the construction and operation of Diesel, semi-Diesel and other internal

Klemin, Alexander

Simplified aerodynamics. 323p. front, diagrs. D c. Chic., Goodheart-Willcox Co.
flex. fab. \$3.50
By the director of the Daniel Guggenheim School of Aeronautics, New York University.

Latham, Minor White

The Elizabethan fairies; the fairies of folklore and the fairies of Shakespeare. 321p. (33p. bibl.) front. O (Columbia Univ. studies in Eng. and comparative lit.) c. N. Y., Columbia Univ. Press
\$3.75

Legters, L. L.

The simplicity of the spirit-filled life. 69p. D [c. '30] Phil., Christian Life Literature Fund, 1114 Chestnut St. 50c.; pap., 30c.

Lehmann, W. C.

Adam Ferguson and the beginnings of modern sociology; an analysis of the sociological elements in his writings with some suggestions as to his place in the history of social theory. 268p. (4p. bibl.) O c. N. Y., Columbia Univ. Press
\$4.25

Lewis, Catherine de Mille

The Caliph stork; a burletta in three acts. 74p. D [c. '30] Bost., Badger
bds. \$2

Lord, Phillips H.

Uncle Hosie, the Yankee salesman. 164p. D c. N. Y., Simon & Schuster
\$1
A humorous book about Maine country folk and especially about the remarkable salesmanship of old Uncle Hosie. The author is the creator of the "Seth Parker" sketches, which are so well known to radio audiences.

Loth, David Goldsmith

Royal Charles, ruler and rake. 343p. (4p. bibl.) il. O [c. '30] N. Y., Brentano's
buck. \$4
A biography of Charles the Second, King of England.

Lucas, Frank Lawrence

Cécile. 349p. D [c. '30] N.Y., Holt \$2.50
The story of two sisters, Cécile and André, in 18th century France.

Luzzatti, Luigi

God in freedom; studies in the relations between church and state; tr. by Alfonso Arrib-Costa. 833p. (bibl. footnotes) front. (por.) O c. N. Y., Macmillan
buck. \$5

This comprehensive work on religious liberty by a former Prime Minister of Italy contains American supplementary chapters by late Chief Justice Taft, Irving Lehman, Louis Marshall, Max J. Kohler and Dr. Dora Askowith.

McCombs, R. V.

"Watch the chute!" the story of a round-up. 128p. il. D [c. '30] Bost., Badger
\$2.50
A history of the roundup at Covelo, California.

MacDonald, J. Ramsay

Wanderings and excursions. 319p. S (Travellers' lib.) '30 N. Y., Cape & Smith \$1

combustion engines; 3rd ed., rev. 340p. O '30 Phil., Lippincott
\$6

Lucas, Emma

Die Wahrung der Vereinigten Staaten von Amerika während des Weltkrieges. 141p. O '30 N. Y., G. E. Stechert
pap. \$2

McAsh, I. Fleming

A dictionary of dental diseases and treatment. 290p. D (Edinburgh medical ser.) '30 N. Y., Macmillan
\$2.50

MacLaren, Hamish
Sailor with banjo; entertainment in rhyme and song; new ed., with a section of inland lyrics. 89p. D c. N. Y., Macmillan \$1.50

Mallory, Walter H.
Political handbook of the world, 1930. 198p. O '30 New Haven, Conn., Yale \$2.50

Mann, Thomas
A man and his dog [tr. by Herman George Scheffauer]. 258p. D '30, c. '18, '30 N. Y., Knopf \$2
A distinguished German author, winner of the Nobel Prize, writes about his dog Bashan, a short-haired setter.

Mason, Arthur
The Wee Men of Ballywooden. 266p. il. O c. Garden City, N. Y., Doubleday, Doran \$2.50
Irish fairy tales.

Mérimée, Ernest
A history of Spanish literature; tr., rev. and enl. by S. Griswold Morley. 650p. (10p. bibl.) il. O [c. '30] N. Y., Holt \$5
By the late professor of the Spanish language and literature in the University of Toulouse.

Merryman, Mildred Plew
"Quack!" said Jerusha; verses; il. by Mary Phipps. no p. il. (col.) O [c. '30] N. Y., Sears bds. \$2
The adventures of a duck told in pictures and verse for children under seven.

Milton, John: Macaulay, Thomas B.: Arnold, Matthew
Minor poems: Address on Milton; ed. by S. E. Allen and C. W. French. 366p. il. S (New pocket classics) '30 N. Y., Macmillan fab. 60c.

Minot, John Clair
The best bird stories I know. 316p. front. D [c. '30] Bost., Wilde \$2
Fifteen stories by Walter Prichard Eaton, Albert Payson Terhune, John Burroughs, and others.

Molesworth, Mrs. Mary Louisa Stewart [Ennis Graham, pseud.]
The cuckoo clock. 282p. il. (pt. col.) D (Stories all children love) [c. '16, '30] Phil., Lippincott \$1.50

Montague, William Pepperell
Belief unbound; a Promethean religion for the modern world. 98p. D (Terry lectures) c. New Haven, Conn., Yale \$1.50
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Old and Rare Books

Frederick M. Hopkins

CHARLES F. HEARTMAN, of Metuchen, N. J., opened the auction season with a sale of Americana on September 22. A few representative items and the prices realized were the following: William Barton's "The True Interest of the United States, and particularly of Pennsylvania, Considered with Respect to the Advantage Resulting from a State Paper-Money," etc., 8vo, stitched, \$62; Manuscript Journals of the House of Commons, etc., from Queen Elizabeth, 1571, to Charles II, 1681, about 40 volumes, folio, made for William Lowndes, secretary of the treasury, during the reigns of William III, Queen Anne, and George I, \$475; an interesting volume of Receipts and other matters, kept by Daniel Ellis, of Burlington County, New Jersey, from 1763 to 1792, \$105; Zebulon M. Pike's "An Account of Expeditions to the Sources of the Mississippi," etc., with maps, original calf, Philadelphia, 1810, \$52.50; Shakespeare's "Plays and Poems," 8 vols., original calf, Philadelphia, 1795-96, first American edition of Shakespeare, \$142.50.

On October 25 Mr. Heartman will have another sale of Americana. This is really a continuation of the sale of October 4, containing principally material selected from the same long undisturbed private collection. Mr. Heartman says "When it comes to mentioning individual items, again I am seriously handicapped, because to do so properly, would mean a repetition of the catalog on this page. Many an apparently insignificant tract will, after a close investigation, turn out to be a rarity of unbelieved magnitude." Dealers and collectors of Americana will find it worth while to go through the catalog very carefully.

THE desire to make the Library of Congress one of the greatest Latin-American cultural centers in the world has given extraordinary impetus to its collecting activities. The acquisition of Latin-American books has accumulated so rapidly that the library officials are unable to give more than an estimate of the number of books from or about the Southern republics, but is said to be more than 250,000. The cultural value of the material is the primary criterion guiding the library's collectors. Economics and history concerning those countries heretofore have been abundantly available, but now emphasis is being given to literature, art, crafts, archaeology and other material, which reveals the extraordinary, and little known, culture of the Latin-American countries. The collection now includes extensive material on the period of discovery, conquest and settlement, and material illustrating the progress of geographical knowledge and cartography of America in the sixteenth century as well as of all South American countries, and the Archer M. Huntington gift of \$100,000, made in 1927, the income of which is to be used in the purchase of books that relate to Spanish, Portuguese and South American arts, crafts, literature and history, has done much to awaken interest and give a broader scope to the collection.

THE nation-wide observance of the 2000th anniversary of the birth of Virgil, the Roman epic poet, will come to a climax with an impressive demonstration at Carnegie Hall, November 18, which will be attended by scholars, men of letters, and representatives of learned societies the world over, according to an announcement just made by Anna Pearl MacVay, dean

of Wadleigh High School and vice-president of the American Classical League, under whose auspices the occasion will be celebrated. The meeting at Carnegie Hall will be part of a world-wide movement celebrating the Bimillennium Virgilianum. The anniversary itself falls on October 15, but observance of the occasion, plans for which have been under way over a period of several years, will continue until October, 1931. The New York Public Library has contributed its share in the celebration by making an extensive exhibition of rare and beautiful Virgil books and manuscripts which will be on display in the main exhibition hall throughout this month. The material on view is mainly devoted to the printed and manuscript texts emphasizing the greatness of the poet's achievements and passing over most of the modern books about him.

THE latest catalog of Maggs Bros., of London, No. 546, "Bibliotheca Brasilensis, 1493-1930," is an item of great interest to collectors of Americana. It is a small quarto, 369 pages, 411 items, many of great rarity, profusely illustrated with facsimiles of maps, title-pages, illustrations, and manuscripts. Here is the second edition of Columbus's Second Letter, 1494, preceded by a drama in dialog form on the siege and capture of Granada from the Moors by Ferdinand written by Verardus and acted at Rome in 1492, priced at £1,000. Another item of even greater value is a fine copy of Pedro Nunez's treatise on cosmography and navigation, bearing the date of 1537 and printed at Lisbon. Nunez was the greatest Portuguese geographer of his time and Brazil, strange islands, lands and seas newly discovered are referred to. This copy, one of the rarest and most desirable of Portuguese Americana, is in the original vellum binding and valued at £3,300. There are scores of items of similar rarity, value and interest. The full descriptions, scholarly notes, and index make the catalog a work of great bibliographical value in its special field of Americana.

THREE hundred years ago William Harvey discovered the circulation of the blood; but there has just been brought to light a copy of an Egyptian treatise

written by a nameless surgeon, probably nearly 5,000 years ago, in which there is evidence that he had already recognized the heart as the centre of a system of distributing vessels. This Egyptian treatise known as "The Edwin Smith Surgical Papyrus" has been in the possession of the New York Historical Society for years, but only recently has it been published in facsimile, hieroglyphic transliteration and English translation, under the editorship of Dr. James Henry Breasted of the University of Chicago Oriental Institute. This manuscript, beautiful in itself, has the distinction of disclosing work of the earliest scientific mind which we can discern in the surviving records of the past. It is fortunate that the papyrus fell into the hands of an archaeologist who could translate its meaning from the language of an ancient civilization into that of our own day.

THROUGH efforts of the Florida Audubon Society, the ornithological library of the late Dr. Henry Nehrling, internationally famous horticulturist and ornithologist, has been acquired for Rollins College. Dr. Edwin Osgood Grover, director of the Rollins library, states that the Nehrling collection provides Rollins with the finest collection of material on ornithology of any educational institution in the State, since the collection contains rare and valuable publications, including the works of Audubon and an almost complete set of the *Auk*. Dr. Nehrling was internationally known for his work as a horticulturist. He introduced into Florida nearly 400 beneficial plants, and for his work in this field he received in 1929 the Frank Myers gold medal, awarded by the Horticultural and Floracultural Society of the United States.

JAMES F. DRAKE'S Catalog, No. 222, just received, while maintaining a high level of interest, has some items of great value and rarity, among them, Charlotte Brontë's "Jane Eyre," 3 vols., original cloth, in case, London, 1841, \$5,000; Coleridge's "Poems on Various Subjects," small 8vo, original boards, London, 1796, \$1,500; Boswell's "Life of Samuel Johnson," 2 vols., small folio, original boards, entirely uncut, in case, London, 1791,

\$5,000; and John Keats's "Poems," post 8vo, boards, uncut, London, 1817; "Endymion," 8vo, boards, uncut, London, 1818; and "Lamia, Isabella, the Eve of St. Agnes and Other Poems," post 8vo, original boards, uncut, London, 1820, first editions and first issues of all three volumes, \$15,000; and the dedication copy of Stevenson's "Underwoods," London, 1887, with inscription of the author, \$1,500.

IN February and March of the present year, a most extraordinary exhibition of the works of Rudyard Kipling was held at the Grolier Club. Nothing worthy of comparison with it was ever held before in this country or abroad. The Grolier Club has just issued a catalog of this exhibition, containing 192 pages, 34 facsimiles, limited to 325 copies. With the notes appended to the various items exhibited it furnishes an interesting and useful work of reference for the student or collector of Kipling. In addition to first and other editions described, the catalog lists a fine series of Kipling manuscripts, letters, portraits, drawings and miscellanies. The volume is one that the Kipling collector will delight to own.

FRANK J. WILDER, of Somerville, Mass., has just issued his Catalog No. 4, the sale of the Christian Science library of Mrs. Annie V. C. Leavitt, of Buffalo, N. Y., to be held on October 15. The 167 lots include many very rare items mainly Christian Science periodicals, hymnals, and many editions of Mrs. Eddy's "Science and Health," including a fine copy of the first edition, with the rare errata leaf at the end, and a few of her autograph letters.

Auction Calendar

Saturday morning, October 25th, at 11 o'clock. Rare Americana, books and pamphlets. (Item No. 259.) Charles F. Heartman 612 Middlesex Ave., Metuchen, N. J.

Catalogs Received

Alpine, exploration and travels in many countries. (No. 25; Items 438.) E. Guntrip, 24a Hadlow Road, Tonbridge, Kent, England.

Autograph letters, historical papers and documents. (No. 986 Items 508.) James Tregaskis & Son, 66 Great Russel St., London, W. C. 1, England.

Autographs, ancient and modern, documents and manuscripts. (No. 13.) Victor Degrange, 28 Rue Serpente, Paris, France.

Books bearing upon the romantic movement in English literature. (New Series, No. 18; Items 1609.) Ingpen & Stonehill, 37 Museum St., London, W. C. 1, England.

Books relating to the southern states. (No. 54; Items 762.) Dellquest's Rare Book Shop, 1804 West Seventh St., Los Angeles, Cal.

Books from famous libraries and our European buying tour. (No. 69; Items 599.) Dawson's Book Shop, 627 South Grand Ave., Los Angeles, Cal.

Educational books second-hand and new. (Catalog of Dept. No. 2.) W. & G. Foyle, Ltd., 119 Charing Cross Road, London, W. C. 2, England.

Educational books, second-hand and new. (No. 274; Parts 1, 2 and 3.) B. H. Blackwell, Ltd., 50 Broad St., Oxford, England.

First editions and other desirable books. (No. 60; Items 285.) Alfred F. Goldsmith, 42 Lexington Ave., New York City.

First editions, mostly American. (Items 867.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

Folklore. (No. 764; Items 1460.) Joseph Baer & Co., Hochstrasse 6, Frankfurt Am Main, Germany.

First editions and rare books. (No. 222; Items 211.) James F. Drake, Inc., 14 West 40th St., New York City.

Law books and books of general interest. (No. 14; Items 320.) Bookshop, 806 Main, Baton Rouge, La.

Lincoln and the Civil War. (List L; Items 302.) Goodspeed's Book Shop, 7 Ashburton Place, Boston, Mass.

Livres anciens et modernes rares ou curieux relatifs à l'Orient. (No. 14.) Librairie d'Amérique et d'Orient, Adrien Maisonneuve, 5, Rue de Touron, Paris, France.

Modern first editions and examples of modern fine printing. (Items 288.) Jake Zeitlin, 705½ West Sixth St., Los Angeles, Cal.

Modern first editions. (Items 416.) Davis & Orioli, 30 Museum St., London, W. C., England.

Old, rare and new books relating to natural history, sport, anthropology and exploration. (No. 73; Items 1754.) Dauber & Pine Bookshops, Inc., 66 Fifth Ave., New York City.

Selection of book bargains. (List M; Items 264.) Goodspeed's Book Shop, 2 Milk St. Boston, Mass.

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Robinson, Benj. *Dolores, a Tale*. 1868.
Rowland. *History of Mississippi*.
Speed, Thos. *Wilderness Road*. 1888.
Thompson, David. *Narrative*. 1784-1812. Ed. by J. B. Tyrrell. Toronto. 1916.

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Scientific American. May 17, 1919; Supplement. Mar. 22, 1919.
Current Opinion. August, 1921.
Everybody's. July 16, 1919.
Outlook. July 16, 1919.
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Review of Reviews. Jan., 1919.

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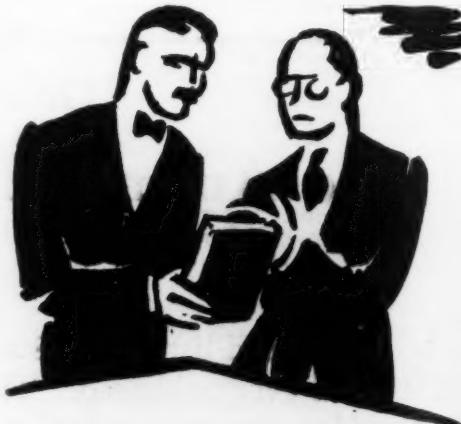
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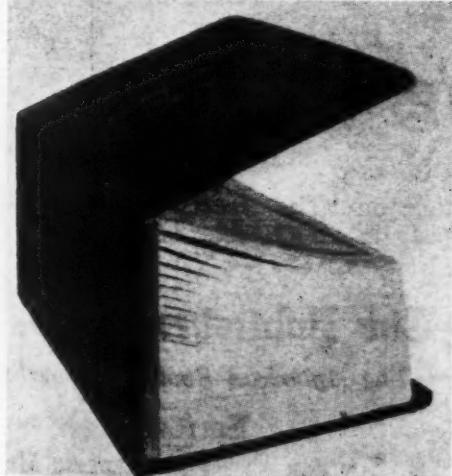
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Forthcoming Issues

••• Houghton Mifflin Co., publishers of R. L. Duffus' "Books: Their Place in a Democracy" recently offered a prize for the best article outlining a plan to sell more books. The prize has now been awarded; and the prize paper, written by Charles Brockmann, of H. W. Wilson Co. will be the leading article in the October 18 issue.
•••

article on "The Special Order" which will appear in an October issue. •••

The Publishers' Weekly
The American Booktrade Journal

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••• The Children's Book Week Issue on October 25 will contain an article on Children's Reading by V. M. Hillyer, author of "A Child's History of the World," an article on Lois Lenski by Josiah Titzell and one on Improved Children's Books by Alice Dalgleish of Teacher's College, Columbia.
•••

••• Katharine Lord of the Katharine Lord Bookshop in Nantucket, has written an

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